

**JOB DESCRIPTION**

**Job title: Customer Contact Manager**

**Reports to: Head of Enquiries and Admissions**

**Overall Responsibilities:**

1. To lead a team of advisers to provide a professional, high quality front of house and information, advice and guidance service to customers in line with the Group’s customer service charter, set service standards, and recruitment and conversion targets.
2. To lead on ensuring the smooth running of an accessible, welcoming, flexible and efficiently run ‘one-stop-shop’ to customers in line with the College’s customer service charter and set service standards.
3. To play a key role in participating in recruitment events, school events, applicant welcome days, interviews and enrolment events in order to improve student conversion and retention rates.

**Main Duties:**

1. **To lead a team of advisers to provide a professional, high quality front of house and information, advice and guidance service to customers in line with the Group’s customer service charter, set service standards, and recruitment and conversion targets, including:**

* Effectively managing and leading the Customer Contact team to provide a highly professional enquiries and front of house service to meet customer service standards and KPIs, and maximise applications, conversion and retention.
* Managing a team of advisers in accordance with Group policies and requirements, including recruitment, objective setting, performance management, providing training and undertaking appraisals.
* Developing and maintaining a culture of outstanding customer service within the team, taking personal responsibility for establishing a highly functioning and motivated team.
* Ensuring the team respects customer confidentiality and is compliant with Group policies, regulations and procedures relating to recruitment, finance, bursaries, student data systems and GDPR legislation.
* Ensuring all enquiries and interactions are accurately recorded and updated on the College’s CRM, providing regular analysis and reports on the service and team’s performance.
* Working with the Head of Enquiries and Admissions to implement any changes to service, including delivering training to key staff across the Group.
* Providing expert, professional advice to the team as to how to respond to applicant queries to support student decision making.
* Ensuring the team develop and maintain an in-depth knowledge of the College’s products and services by working closely with colleagues in academic departments to brief members of the team on recent development in course, content and structure, and agree key messages to be communicated to those who enquire.
* Working with colleagues across the College, such as Student Services, Finance and Student Data, to ensure the team are up-to-date with knowledge on courses, funding, support, bursaries etc.
* Diagnosing and resolving problems and issues related to the team, such as problems with phone lines, email inboxes, volume and capacity throughout key times of the year.
* Developing an enquiries dashboard to show the frequency and theme of incoming enquiries, including analysing the information gained to aid decision making, and working with colleagues to develop a set of FAQs accessible on the website to reduce enquiry volumes.
* Working with the Head to develop and maintain a variety of support mechanisms to aid the
* team, such as quick response templates, processes and how to guides.
* Playing an active role in maintaining the Group’s Matrix standard, including ensuring the team have the right knowledge and skills, and processes are being adhered to.

1. **To lead on ensuring the smooth running of an accessible, welcoming, flexible and efficiently run ‘one-stop-shop’ service to customers in line with the College’s customer service charter and set service standards, including:**

* Managing a customer-friendly advice centre where customers can access IAG, bursary and financial support information, enrol and make payments.
* Ensuring issues raised by prospective students to the team are either solved in-house or forward to the appropriate team for swift resolution, including tracking the outcome of these.
* Using expert judgement to solve complex enquiries across a range of channels.
* Organising and managing staff rotas to ensure adequate cover during the service’s opening hours, working collaboratively with colleagues to respond to the service’s changing needs.
* Delivering a customer friendly online application, enrolment and payment process that achieves high application to enrolment conversion rates.
* Working with the Head to co-ordinate the production of joining instruction, timetabling and rooming information in order to ensure the team can provide customers with the information they need.
* Working with the Head to produce plans over months in advance of key activities and events, in order to balance demands and priorities where there may be different levels of volume throughout the year.

1. **To play a key role in participating in recruitment events, school events, applicant welcome days, interviews and enrolment events in order to improve student conversion and retention rates, including:**
   * Supporting and attending the College’s welcome days and main enrolment events across all campuses.
   * Working alongside key staff to provide a high quality student experience at events that maximises applications, and conversion from application to enrolment.
   * Supervising the team to provide high quality pre-entry guidance interviews to potential students to enable them to make realistic and informed course choices before they enrol to contribute to improved conversion rates from application to enrolment.

* Ensuring the team play an active role in College open days and other events, in order to attract and covert enquiries and applications.
* Working with the Schools Engagement Co-ordinator to ensure that the team attend external careers and school events, including presenting to groups of students, to promote the College’s offer.

1. **To take overall responsibility for the College’s enquiries and admissions function in the absence of the Head of Enquiries and Admissions.**
2. **To manage the customer contact teams at other campuses in the absence of the Manager as required.**
3. **To undertake any other duties as appropriate assigned by the Head of Enquiries and Admissions or Director of Sales & Marketing.**

**PERSON SPECIFICATION**

**Job Title:** Customer Contact Manager

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|  | **Essential** | **Desirable** |
| **Qualifications/ Training** | * Educated to degree level or substantial experience in a similar role * GCSE Maths and English(A\* to C) or equivalent * Evidence of continued professional development * A professional information, advice and guidance (IAG) qualification at Level 4 or the willingness to complete | * A management qualification * A Level 4 IAG qualification * Safeguarding training * Equality and diversity training |
| **Knowledge/ Experience** | * Experience of delivering a service that has had a positive impact on customers * Experience of CRM systems, including using a CRM to improve performance of a team * Recent experience of managing a team to successful achieve targets * Experience of delivering improvements in service design and delivery * Evidence of high performance in previous roles/jobs * Experience of working effectively with people from diverse backgrounds * Evidence of understanding how to promote equality and diversity within the job role * Knowledge of the issues relating to client confidentiality and GDPR * Awareness of, and empathy with, the needs of customers | * Experience of working in an further or higher education admissions role * Working knowledge of IT systems that support student recruitment, i.e. CRM, EBS4, LiveChat etc. Experience of training others * Knowledge of government funding for further education and higher education students Knowledge of GDPR legislation * Experience of presenting to group Understanding of issues relating to safeguarding of children and vulnerable adults Knowledge of government funding schemes for further education and higher education students |
| **Skills/ Abilities** | * Ability to lead and inspire a team to achieve targets * Ability to analyse and present data effectively professionally * Ability to manage and deliver services that delight the customer and achieve high enquiry to enrolment conversions * Ability to manage resources to deal with peaks of activity and ensure service needs are met * Ability to develop processes and procedures to achieve integrated and efficient service delivery * Ability to quickly assimilate, apply and explain complex information * Ability to communicate effectively and confidently face to face, on the telephone and in writing * Ability to communicate effectively with a wide range of stakeholders, including students, college staff and the general public * Ability to form and maintain appropriate relationships and personal boundaries with children, young people and vulnerable adults * Excellent IT skills * Good organisational skills, with the ability to work under pressure * Ability to work collaboratively with others and quickly establish credibility at all levels * Highly self-motivated and enthusiastic with a confident and outgoing approach  1. Ability to work in line with our Values of Student Focus, High Performance and Respect, Openness, Honesty and explain how this relates to the job role 2. Ability to make a positive contribution to the team, valuing and respecting others’ expertise and contribution 3. Ability to promote our outstanding reputation and carry out our business appropriately and professionally at all time |  |
| **Special Requirements** | 1. Ability to demonstrate professional behaviour and appearance at all time and wear the college uniform that will be provided 2. Flexible approach to work patterns, with the ability to work evenings and occasional Saturdays as required 3. Capacity and willingness to travel independently to events and our other campuses, including travelling with exhibition materials 4. Responsibility for promoting and safeguarding the welfare of children, young people and vulnerable adults and for raising any concerns 5. Ability to form and maintain appropriate relationships and personal boundaries with children, young people and vulnerable adults 6. Willingness continuously to update skills and knowledge 7. Awareness of health and safety requirements relevant to the job |  |