# Screen%20Shot%202017-09-17%20at%2015

**JOB DESCRIPTION**

**Job title: Customer Contact Adviser**

**Reports to: Senior Customer Contact Adviser/Customer Contact Manager**

**Overall Responsibilities:**

1. 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 play a key role in participating in school events and recruitment events in order to attract applicants.

**Main Duties:**

1. **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:**
   * Having a professional appearance, behaviour and attitude to deliver a high-quality service in a customer focussed way at all times, with organisational reputation a priority. You will be required to dress in line with the departments service standards.
   * Being a professional, friendly and helpful main point of contact to the Group. This includes dealing with all customers quickly and efficiently, from general enquiries, to providing information, advice and guidance, financial support information, taking payments and completing enrolments.
   * Welcoming visitors to the College, ascertaining the status of visitors, issuing ID cards accordingly and organising for visitors to be collected by the relevant team. This includes managing the College’s visitor and car parking request online system and ensuring visitor procedures are followed in line with health and safety, safeguarding and GDPR legislation.
   * Receiving calls in a positive and friendly manner, directing calls to the appropriate person or department, if required, as quickly as possible.
   * Work with team members to ensure that all aspects of the service is covered, in-line with the departments service rota.
   * Dealing with all enquiries and interactions (telephone, webform, in person, email and live chat) relating to the College’s products and services. Always ensuring enquiries are responded to promptly and professionally, respecting customer confidentiality, providing accurate and relevant information and advice that meets customers’ needs, and taking responsibility for following through with requests for further details. You will be responsible for dealing with all enquiries throughout the recruitment journey up to enrolment.
   * Using expert judgement to solve complex enquiries across a range of channels.
   * Supporting customers to complete course and financial support application.
   * Referring customers to Student Services and teaching staff for additional advice as necessary, or relevant external agencies/other education providers, and then taking responsibility to ensure that customers’ needs have been met.
   * Complete the enrolments of our part-time learners via telephone, face-to-face appointment or web form, ensuring accurate data is collected.
   * Ensure our customers receive a positive part-time enrolment experience and they are fully informed on what happens next including the sending of joining instructions and supporting with the preparation of welcome packs for their first lesson.
   * Proactively follow the conversion processes for all applicants with applications in progress, did not attend their first interview, have not enrolled onto their part-time courses or have not accepted a full-time offer in order to keep them engaged in the recruitment process.
   * Ensuring all interactions with customers relating to the College’s products and services are recorded on the Group’s CRM database in line with procedures and policies.
   * Keeping up-to-date with the systems and processes used in the Customer Contact Team, including adhering to the Group’s admission policy, customer service standards and processes, the Matrix quality standard for information, advice and guidance and GDPR legislation.
   * Keeping up-to-date and building knowledge of the courses and programmes offered by the Group, as well as funding and financial support available.
   * Contributing to the team’s knowledge database, by collating frequently asked questions and responses, ensuring our written processes and visual aids are relevant and up-to-date.
   * Providing a front-line service to staff, including responding quickly and appropriately to estates, first aid, maintenance and facilities requests.
   * Providing a front-line service to students, including locating appropriate classrooms for upcoming part-time courses and directing students to these classrooms on their first day, and collating, recording and returning lost property.
2. **To play a key role in participating in school events and recruitment events in order to attract applicants,** **including:**

* Supporting and attending the Group’s welcome days.
* Working alongside key staff to provide a high-quality student experience that maximises applications, and conversion from application to enrolment.
* Provide high-quality pre-entry guidance to potential students to enable them to make realistic and informed course choices before they enrol, contributing to improved conversion rates from application to enrolment.
  + Play an active role in the Group’s open days and other recruitment events in order to attract and convert enquiries and applications. These events may be held during the day, evening or weekend.
  + Supporting the Schools & Events Engagement Co-ordinator by attending external careers and school events, including presenting to groups of students to promote the College’s offer. These events may be held during the day, evening or weekend.

1. **To work effectively as a member of the Marketing & Student Recruitment Directorate, carrying out any other associated duties as directed by the Senior Customer Contact Adviser/Customer Contact Manager or Senior Customer Contact Manager.**

**Service Hours:**

Bedford: Term-time opening hours Monday 8.00am-5.00pm, Tuesday to Thursday 8.00am-7.00pm and Friday 8.00am-4.30pm; Non-term-term opening hours: Monday to Thursday 8.00am-5.00pm and Friday 8.00am-4.30pm.

Corby: Term-time opening hours Monday and Wednesday 8.00am-7.00pm, Tuesday and Thursday 8.00am-5.00pm, and Friday 8.00am-4.30pm; non-term-term opening hours: Monday to Thursday 8.00am-4.45pm and Friday 8.00am-4.30pm.

Kettering: Term-time opening hours Monday and Wednesday 8.00am-5.00pm, Tuesday and Thursday 8.00am-7.00pm, and Friday 8.00am-4.30pm; non-term-term opening hours: Monday to Thursday 8.00am-5.00pm and Friday 8.00am-4.30pm.

Wellingborough: Term-time opening hours Monday and Wednesday 8.00am-7.00pm, Tuesday and Thursday 8.00am-5.00pm, and Friday 8.00am-4.30pm; non-term-term opening hours: Monday to Thursday 8.00am-5.00pm and Friday 8.00am-4.30pm.

In addition, for a six-week period after GCSE Results Day, you will be required to work an additional 3 hours per week on a shift pattern to cover the service’s extended opening times 8.00am-7.00pm Monday to Thursday, and 8.00am-4.30pm Friday. This time will be given back between the end of October and December in the form of reduced working days. Working hours will be adjusted to reflect the additional hours worked.

**PERSON SPECIFICATION**

**Job Title:** Customer Contact Adviser

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|  | **Essential** | **Desirable** |
| **Qualifications/ Training** | * A good standard of education, including English and mathematics at GCSE grade A-C or equivalent * A professional information, advice and guidance (IAG) qualification at Level 4, or the willingness to undertake this * Evidence of continued professional development * Customer service training | * A customer service qualification * An IT qualification at Level 2 or above * Safeguarding training * Equality and diversity training |
| **Knowledge/ Experience** | * Experience of working in a fast-paced customer service environment and exceeding customer expectations * Awareness of, and empathy with, the needs of customers * Experience of providing advice to customers using a variety of communication methods, e.g. face-to-face, via the telephone * Track record of meeting targets and deadlines * Excellent IT skills * Experience of working on a customer facing environment. * Knowledge of the issues relating to client confidentiality and GDPR * Evidence of high performance in previous roles/jobs * An understanding of the principles and legislation relating to equality and diversity and how these apply to recruitment * Experience of working effectively with people from diverse backgrounds * Evidence of understanding how to promote equality and diversity within the job role | * Experience of working in a further or higher education environment * Working knowledge of IT systems that support student recruitment, i.e. CRM, ProSolution, LiveChat etc. * Experience of presenting to group * Experience of using CRM database * Understanding of issues relating to safeguarding of children and vulnerable adults * Knowledge of government funding schemes for further education and higher education students * Experience of providing information at public events and exhibitions |
| **Skills/ Abilities** | * General administrative skills and the ability to pick up new processes and systems quickly and effectively establish credibility at all levels * Good organisational skills, with the ability to work under pressure and prioritise. * Ability to communicate effectively and confidently face to face, on the telephone and in writing * Highly self-motivated and enthusiastic with a confident and outgoing approach * Ability to communicate effectively with a wide range of stakeholders, including students, college staff and the general public * Ability to deliver services that delight the customer and achieve high enquiry to enrolment conversions * Ability to quickly assimilate, apply and explain complex information * Ability to work collaboratively with others and quickly * Ability to promote our excellent reputation and carry out our business appropriately and professionally at all times | * Ability to present to others |
| **Special Requirements** | * Ability to demonstrate professional behaviour and appearance at all time and dress in line with the departments service standards * Flexible approach to work patterns, with the ability to work evenings and occasional Saturdays as required * Capacity and willingness to travel independently to events and the Group’s campuses, including travelling with exhibition materials * Responsibility for promoting and safeguarding the welfare of children, young people and vulnerable adults and for raising any concerns * Ability to form and maintain appropriate relationships and personal boundaries with children, young people and vulnerable adults * Willingness continuously to update skills and knowledge * Awareness of health and safety requirements relevant to the job |  |