

Job description: Customer Experience Coordinator

Role Specific

1. Drive a 'customer first approach' to enquirer and applicant management.
2. Work with the Admissions and Marketing Manager to develop holistic customer journeys shaping all customer touchpoints: events, digital and print communication, social media interactions, in order to drive customer conversion rates across all stages of engagement, with a focus on application to enrolment.
3. Develop and implement an overarching customer communication plan (spanning from enquired to post-enrolment stage), in relation to customer information needs of the applicant or enquirer journey.
4. Ensure appropriate levels of audience segmentation to deliver personalised and relevant customer touch-points to promote conversion at all stages.
5. Shape all Admissions touchpoints – direct, phone, digital and on-campus experiences to deliver a seamless, effective and positive admissions experience and utilise those touchpoints to further enhance applicant conversion.
6. Work in partnership with the MIS and Reporting Teams to ensure a smooth experience through all stages of using the applicant portal.
7. Work hand in hand with the School Liaison Team members to support and drive conversion within schools.
8. Work with design and communications colleagues to ensure all applicant facing collateral is exciting and engaging.
9. Ensure courses are effectively maintained and promoted across our portfolio or websites to drive online enrolments and enquiries, enhance the user experience, and engage key audiences.
10. Conduct market research, for example using customer questionnaires and focus groups, as required.
11. Act as a customer experience link person for cross-college colleagues, providing effective solutions for business needs.
12. Support the broader marketing department e.g. with proofing support, other projects and events, as required.
13. Play a key role at team meetings, sharing ideas, best practice and keeping others up to date with delivery.

College Responsibilities

1. Share the College's Vision, Mission, Values, Behaviours and communicate them effectively
2. Participate in Staff Review and Professional Development activities and be actively involved in the College's culture of high expectation
3. Value diversity and promote equality
4. Engage in marketing activities and liaison with employers and the wider community in line with College strategies
5. Contribute to cross-college events
6. Adhere to College policies and procedures including health and safety
7. Ensure good communication at all levels
8. Be responsible for safeguarding and promoting the welfare of children, young people and/or vulnerable adults
9. Any other duties that the Principal considers appropriate

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Person Specification	Customer Experience Coordinator
Qualifications and Attainments	Essential / Desirable
GCSE grade C, or equivalent qualification, in English and Maths	Essential
Relevant degree (or higher) level qualification	Desirable
Training, Experience and Knowledge	
Experience of tracking applicant conversion touchpoints and their effectiveness	Essential
A proven track record of innovative approaches to customer communications	Essential
Experience of managing customer experiences through events, marketing activity, schools' activity or admissions processes	Essential
Experience of carrying out market research to inform delivery	Essential
Excellent writing and proof-reading skills with good attention to detail and broad experience writing for different purposes and audience groups	Essential
Experience of building effective relationships and working as part of a team	Essential
Experience of using WordPress, Hootsuite and Campaign Monitor Systems	Desirable
Ability to produce artwork using Canva and InDesign	Desirable
Experience of working in an education setting	Highly Desirable
Personal Skills and Attitudes	
Possess excellent communication skills	Essential
A creative thinker with a keen eye for design and messaging	Essential
Possess excellent writing and proof-reading skills	Essential
Be passionate and enthusiastic	Essential
Possess the ability to positively influence others	Essential
Have a highly responsive, flexible and adaptable attitude	Essential
Excellent organisational skills	Essential
Ability to multi-task, re-prioritise and juggle conflicting deadlines	Essential
Display initiative and be solution-focused	Essential
Excellent IT skills	Essential
Be a team player	Essential
Demonstrate a commitment to equality and diversity, customer service and quality assurance	Essential



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Demonstrate a commitment to the process of continuous review and improvement	Essential
Suitability to work with children, young people and/or vulnerable adults	Essential
Flexible approach to working times in line with the College (attendance at Open Events, Parents' Evenings etc., as required)	Essential
Full UK driving license and access to a car for business use. Please note the role will involve some travelling, for example, to local businesses, schools and events, as required.	Essential