



Job Description: Course Adviser

Overview

The National Extension College (NEC) is an educational charity based in Cambridge and is the trading arm of the Open School Trust. NEC transforms lives through learning.

A pioneer in distance learning, NEC opens up futures for individuals of all ages, from diverse backgrounds and cultures through flexible distance learning courses.

NEC was founded on the aspiration to make education more accessible. A desire to do things differently, to find a better way is part of our DNA.

Over the past 50 years, the NEC has forged a reputation for quality and innovation in learning, alongside a deep commitment to offering each learner an exceptional level of support. This is how we help our students to work towards a better future.

Key responsibilities

- ❖ Respond to all first line enquiries by telephone, email, letter and live chat
- ❖ Follow up enquiries made about NEC courses by telephone and email
- ❖ Record all enquiries accurately using the CRM system
- ❖ Identify and understand customers' needs and advise accordingly
- ❖ Maintain up-to-date knowledge of all courses offered by NEC and the associated specification details (for example exam and certification requirements)
- ❖ Maintain knowledge of the market sectors in which NEC operates, be aware of NEC's competitors and contribute to keeping up-to-date records of these
- ❖ Support the Sales Team Leader and Lead Course Adviser to maintain relationships with students and their sponsors
- ❖ Support the Sales Team leader and Lead Course Adviser to build relationships with potential new sponsors of students and resources and licensing customers
- ❖ Keep accurate records about discussions with potential students and sponsors of students
- ❖ Process enrolments and sales orders and other admin to support these tasks
- ❖ Support the activities of the Student Support Team during busy periods (such as coursework and exam result times)
- ❖ Maintain and report on enrolment and enquiry data as requested
- ❖ Build and maintain mailing databases for the purposes of direct mailings and other marketing activity
- ❖ Other duties as required.

Performance measurement

- ❖ Level of enrolments
- ❖ Number of enquiries across all channels
- ❖ Conversion rate between enquiries and enrolments

- ❖ Level of outbound follow up calls undertaken
- ❖ Accurate records of enquiries and relationships with sponsors kept
- ❖ Meet personal and role objectives set down in appraisals
- ❖ Accuracy in enrolment processing and financial transactions
- ❖ Customer feedback.

Skills and competencies

- ❖ Excellent communication skills - both written and verbal
- ❖ Spotting sales opportunities and closing a sale
- ❖ Excellent administration skills and attention to detail
- ❖ Time management
- ❖ Customer focussed
- ❖ Excellent administration skills
- ❖ Previous experience of working within a sales environment
- ❖ Experience in using a CRM system
- ❖ Good level of education
- ❖ Interest in the education sector and understanding of UK qualifications.

The person specification

A proactive and focused individual with drive and enthusiasm. A passion for education and the opportunities it presents to change lives, with a willingness to go above and beyond for NEC and its students.

Additional information

Salary:
Point 33 (£18,493 p.a.)

Term:
Permanent (full time 36 hours per week)

Benefits:
23 days annual holiday (plus 4 days Xmas shutdown); healthcare; group life scheme; employee discount on NEC courses and other training and development

Closing date:
15 March 2018

Start date:
ASAP

Application

To apply, please email helen.smith@nec.ac.uk with a CV and covering letter setting out:

- ❖ What appeals to you about the role
- ❖ The skills and experience you would be able to bring to the role
- ❖ The support and development you would need to be successful
- ❖ Your salary expectations.