



Job Description: Course Adviser

Overview

A unique opportunity has arisen at The National Extension College (NEC) for a dynamic course adviser. The NEC is an educational charity based in Cambridge which is part of the Open School Trust. NEC has provided tutor-supported home study courses directly to learners for over 50 years, and also publishes learning resources for colleges and training providers and delivers blended learning programmes for public and private sector organisations.

Job purpose

To provide information and advice to all enquirers about NEC's distance learning courses, learning resources and other services. To facilitate student enrolments, follow up enquiries and contribute to the income targets for student enrolments. To fulfill administrative tasks essential to enrolment and sales order processing.

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 Business Development and Student Recruitment Manager and Lead Course Adviser - Sponsors to maintain relationships with sponsors of students
- ❖ Support the Business Development and Student Recruitment Manager and Lead Course Adviser - Sponsors 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)
- ❖ Keep 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
- ❖ 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:
£18,493

Working arrangements:
The post holder will work at our office off Hills Road, Cambridge.

Closing date:
14 February 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