

JOB DESCRIPTION

SECTION 1 – BASIC DATA

Job Holder's Name:

Job Title: Enrolment Advisor

Reports to: Head of Enrolments

Location: Home

Department: Operations

Job Family: Sales

SECTION 2

DEPARTMENT STRUCTURE

Please see SharePoint.

SECTION 3

OVERALL JOB PURPOSE

The Enrolment Advisor will work closely with the Head of Enrolments to provide sales-oriented guidance and recruitment of students for Walbrook Institute London.

SECTION 4

PRINCIPAL ACTIVITIES/OUTPUT OF JOB

- Sales-oriented study guidance and recruitment of students for Walbrook Institute London, starting from the first contact up to the signing of the contract and beyond
- Support of students during the complete enrolment process
- Telephone, Email, Chat and WhatsApp contact with prospective students, engaging with to understand their educational goals and aspirations.
- Provide consultative support to guide students in selecting relevant Walbrook programmes align with their career objectives
- Assist existing students by providing support in conjunction with student support teams, ensuring a positive student experience
- Develop and maintain a deep understanding of Walbrook's products and services to communicate their benefits to prospective students
- Update and maintain accurate records in the CRM system to track interactions, progress, follow-up actions with leads.
- Update and maintain accurate records in the CRM system to track interactions Collaborate with the admissions team to ensure a smooth enrolment process for students
- Achieve individual and team enrolment targets while maintaining a high level of customer satisfaction

- Demonstrate excellent communication skills, both verbal and written, to build rapport with students and address their enquiries

CONTACTS AND INFLUENCE EXERCISED

This post has regular contact across the organisation as well as with senior executives and external stakeholders.

DECISIONS

Indicate the level which best describes the job holder's involvement in the decision making process:

Follows written and verbal instructions and established guidelines	X
Interprets policies & procedures	
Participates in the establishment of guidelines & procedures	
Acts as final authority to implement policy, guidelines and procedures that affect strategic goals	

Indicate the statement which best describes the impact of the job holder's decisions:

Restricted to employee's own work	X
Has impact on department/directorate* objectives	X
Has impact on The London Institute of Banking & Finance objectives	X

ANY ADDITIONAL FEATURES OF NOTE

None

Signed Date
JOB HOLDER

Signed Date
MANAGER

PERSON SPECIFICATION

Job Title: Enrolment Advisor
Reports to: Head of Enrolments
Department: Operations

Qualifications, knowledge and professional memberships	Essential / desirable?	
Educated to degree level or equivalent	Desirable	
Technical Skills and Experience		
Proven experience working as a sales advisor or in a customer service role	Essential	
Exceptional customer service skills	Essential	
Excellent organisational, administrative and consultative sales skills	Essential	
Ability to manage own time driven schedules	Essential	
Ability to react positively to changing priorities	Essential	
Strong collaboration skills and excellent communication skills appropriate to the audience and method of communication	Essential	
Keen eye for detail and level of accuracy	Essential	
Core Competencies (this section should contain the level of competency required to carry out this role. Please refer to the competency framework for clarification where needed. Placing a N/A where the competency is not required as part of the job)	Essential/ desirable?	Core for all employees
Values		
Collaboration	E	C
Adaptability	E	C
Innovation	E	C
Integrity	E	C
Support	E	C
Skills and Experience	Essential/ desirable?	Core or Enhanced
Communicating effectively	E	C
Business thinking	E	C
Developing Yourself	E	C
Getting things done to achieve results	E	C
Digital Capability	E	C
The Customer Experience	E	C
Managing quality and standards	E	C
Applying judgement and taking decisions	E	C