

## Job Description

<b>Job title</b>	Course Enquiries Coordinator
<b>School / department</b>	Marketing, Recruitment and Communications
<b>Grade</b>	4
<b>Line manager</b>	Customer Relationships Manager
<b>Responsible for (direct reports)</b>	Regular supervision of Student Ambassadors working within Course Enquiries
<b>Date of creation or review</b>	25/03/2024

### Main purpose of the job

The Course Enquiries Coordinator oversees Course Enquiries at the University of West London (UWL), providing vital information about the University and its courses to potential undergraduate, postgraduate and part-time students.

The post holder will be the first point of contact for prospective students at the start of their application journey to UWL and therefore must represent the University in a professional and confident manner.

This is a full-time on campus appointment requiring a flexible approach to working hours, particularly at peak times in the recruitment calendar.

### Key areas of responsibility

Coordinate responses to enquirers across a range of channels (including email and telephone) on a daily basis.

Advise prospective students on admission requirements and the University's courses. This will require detailed knowledge of the University's course portfolio.

Proactively liaise with a wide variety of staff and departments within the University to obtain, and keep up-to-date, information related to the University's portfolio of courses and services relevant to prospective students.

Gather and manage information and personal data within Excel, the University's CRM system and databases to keep an accurate record of enquiries received and processed.

Provide a professional, courteous and friendly service to all enquirers, ensuring consistency and accuracy of information given and delivering a positive impression in keeping with the University's values and key messages.

Supervise and work closely with Student Ambassadors assisting with the running of Course Enquiries, including inputting into training arrangements and assisting the Customer Relationship Manager with the organisation of rotas.

Undertake activities to assist in progressing prospective students through the application journey such as conducting outbound calls and assisting the wider team with mail outs at various times within the recruitment cycle.

Support the wider Student Recruitment and Customer Relationships team with recruitment activities such as attendance at recruitment fairs (eg HE fairs/UCAS exhibitions) and University Open Days.

Support the wider team with the delivery of the University's Clearing operation.

General office administrative work including arranging meetings for staff and taking minutes in team meetings.

Ensure that data is stored and managed in accordance with the University's data protection policies and GDPR (General Data Protection Regulation).

Work at any other sites of the University as necessary and at external events where required.

In addition to the above areas of responsibility the post-holder may be required to undertake any other reasonable duties relating to the broad scope of the position, commensurate with the post, and in support of the University.

### **Dimensions / background information**

The role of Course Enquiries Coordinator is part of a small Customer Relationship Team, which is one of three functions within the Student Recruitment and Customer Relationships Team, part of the University's Marketing, Recruitment and Communications department.

## Person Specification

	Criteria	Essential or Desirable <sup>1</sup>	Demonstrated <sup>2</sup>		
			Application	Interview	Test / Exercise
<b>Qualifications and/or membership of prof. bodies</b>	First degree or equivalent	Essential	X		
<b>Knowledge and experience</b>	Experience of working in a customer service environment/role for a minimum of 6 months	Essential	X	X	
	Experience of working in a busy office environment to deliver a professional service	Essential	X	X	
	Experience of working or studying within higher education	Essential	X	X	
	Knowledge of the UCAS system and tariff	Essential	X	X	
	Experience of working with a CRM system, ideally Microsoft Dynamics	Desirable	X	X	
	Experience of working in a call centre	Desirable	X	X	
<b>Specific skills to the job</b>	Excellent Microsoft Office skills, with particular experience of working with Outlook, Excel and Word	Essential	X		X
	Excellent verbal and written communication skills	Essential	X	X	X
	Excellent interpersonal and customer service skills	Essential	X	X	X
	Willingness to learn and use new ICT technologies	Essential	X	X	
	Excellent telephone manner with the ability to provide a professional service to enquirers	Essential	X	X	
	Excellent attention to detail	Essential	X	X	X
<b>General skills</b>	A flexible and proactive approach to work and the ability to work on own initiative	Essential	X	X	

	Ability to work in a team	Essential	x	x	
	Excellent time management skills, with the ability to multitask and organise workload	Essential	x	x	
	Ability to problem solve on the spot, to apply lateral thinking and to work unsupervised when required	Essential	x	x	
<b>Other</b>	A flexible approach to work which includes occasional evening and weekend work	Essential	x	x	

**Disclosure and Barring Scheme** Is a DBS Check required:  DBS  This post does not require a DBS check

Before making a selection, please refer to the University's [Disclosure and Barring Checks Guidance for Staff](#) and [Criminal Convictions, Disclosures and Barring Staff Policy and Procedure](#). If a DBS check is required for the role, a **Check Approval Form** will need to be completed.

<sup>1</sup>**Essential Criteria** are those, without which, a candidate would not be able to do the job. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the shortlisting stage.

**Desirable Criteria** are those that would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements, to determine which applicants to shortlist.

<sup>2</sup> **Demonstration:** Select the Recruitment Process stage at which the candidates will have to demonstrate that they meet the criteria. Criteria which have to be demonstrated at application stage should be mentioned in the Recruitment Information Pack as Pre-Selection/Killer Questions, Shortlisting Questions or Shortlisting Criteria. Other criteria should be evaluated and tested at interview stage (e.g. through interview questions) or through additional tests, exercises or presentations. Criteria can (and should) be demonstrated at multiple stages.