

Job Description and Person Specification

Last updated: September 2022

JOB DESCRIPTION

Post title:	Student Recruitment Enquiries Advisor		
Academic Unit/Service:	Global Recruitment & Admissions (GRA)		
Faculty:	Student Experience Directorate		
Career Pathway:	Management, Specialist and Administrative (MSA)	Level:	2b
*ERE category:	n/a		
Posts responsible to:	Enquirer Experience Supervisor		
Posts responsible for:	n/a		
Post base:	Office-based (Highfield Campus)		

Job purpose
<p>To be responsible for responding to all prospective student enquirers to the University of Southampton, providing information and supporting on-going communication throughout the application process.</p> <p>To act as an advocate for the University and its programmes when interacting with potential applicants.</p> <p>To accurately maintain a central Customer Relationship Management (CRM) system and undertake a variety of administrative processes to support this.</p>

Key accountabilities/primary responsibilities	% Time
1. To deliver high quality and professional information and appropriate advice to prospective undergraduate students using a range of media including telephone and email.	20%
2. To apply a good working understanding of CRM systems, methods and procedures to process and respond to enquiries. Record all customer interactions in detailed data entry into a CRM system.	20%
3. To undertake duties to ensure the smooth running of the Enquirer Experience Team undertaking duties or responsibilities as directed by the Enquirer Experience Supervisor, for example supporting the team's broader conversion activities as required.	10%
4. To undertake a variety of routine administrative processes and project work including coordinating the fulfilment of prospectuses and materials, analysing and evaluating standard data from the CRM system, cleansing and preparing data for reports and undertaking proactive telephone/email campaigns and conversations with prospective students.	10%

Key accountabilities/primary responsibilities		% Time
5.	To contribute to the design and preparation of information and record systems with the CRM system and standard reports on instruction from CRM & Enquiry Team Leader to deliver to internal clients.	10%
6.	To deliver a range of support tasks to Professional Services including the delivery of marketing materials and assist colleagues and enquirers on specific systems or processes to maximise service quality, efficiency and continuity.	10%
7.	To assist with customer complaints, trying to resolve where appropriate and escalate where necessary.	5%
8.	To ensure effective liaison and communication with colleagues in faculties, Professional Services and other University groups.	5%
9.	Contribute, as a member of the Student Recruitment Marketing and Events Team towards broader initiatives to ensure and implement an excellent applicant and student experience. Participate in cross-functional activities such as international student registration, open days and student recruitment events, confirmation and clearing.	5%
10.	Any other duties as allocated by the line manager following consultation with the post holder.	5%

Internal and external relationships
<ul style="list-style-type: none"> • Prospective students, applicants and their supporters • Students (including Students' Union representatives) • Academic and professional services staff • External fulfilment houses • Members of the public and local community

Special Requirements
<p>Frequent evening and weekend work in line with University calendar.</p> <p>Commitment to providing high levels of service in a customer orientated fashion.</p> <p>Willingness to rotate roles and responsibilities to increase breadth of experience.</p> <p>Work within the bounds of University's Confidentiality Policy and Data Protection Act.</p> <p>Demonstrate Southampton University behaviours (Embedding Collegiality - see below).</p>

PERSON SPECIFICATION

Criteria	Essential	Desirable	How to be assessed
Qualifications, knowledge and experience	<p>Skill level equivalent to NVQ level2, GCSE or City and Guilds. Grades C or above (GCSE or equivalent) in English and Maths.</p> <p>High level of competence in written and spoken English.</p> <p>Able to demonstrate a good general knowledge of CRM systems and high degree of computer literacy including Microsoft Office Word and Excel.</p> <p>Experience of working in a customer related environment and experience working in high volume, multi-functional service environment.</p> <p>Experience of providing information to customers through various channels including phone, email and in person.</p>	<p>Skill level equivalent to achievement of HNC, A-Level, NVQ3 with proven work experience acquired in relevant roles and job-related training.</p> <p>Experience of working in the Higher Education sector.</p>	Application/ interview
Planning and organising	<p>Able to effectively organise and prioritise allocated work activities and manage competing demands.</p> <p>Ability to work well both individually and within a team with minimum supervision.</p>		Application/ interview
Problem solving and initiative	<p>Able to exercise personal judgement to identify customer requirements and respond appropriately.</p> <p>Able to demonstrate a capacity to contribute to solutions that continuously improve the service delivered.</p> <p>Ability to confidently understand and resolve initial complaints and escalate where appropriate.</p>		Application/ interview
Management and teamwork	<p>Able to contribute to team efficiency through sharing information and constructively supporting others.</p> <p>Able to peer check the work of others for accuracy.</p>		Application/ interview

	<p>Able to adapt well to change and service improvements.</p> <p>Able to work flexibly and adapt work routines as required by the annual cycle.</p>		
Communicating and influencing	<p>Ability to communicate effectively through a variety of channels internally with people of all levels and externally with people from different nationalities and cultures.</p> <p>Proven written and verbal communication skills, comfortable using a variety of communication technologies.</p>		Application/ interview
Customer Experience	<p>Commitment to providing high levels of service in a customer orientated fashion.</p>	<p>Knowledge of a second language.</p>	Application/ interview
Other skills and behaviours	<p>Creative and enthusiastic individual with a belief in good customer service.</p>		
Special requirements	<p>Frequent evening and weekend work in line with University calendar.</p> <p>Willingness to rotate roles and responsibilities to increase breadth of experience.</p> <p>Work within the bounds of University's Confidentiality Policy and Data Protection Act.</p>		

JOB HAZARD ANALYSIS

Is this an office-based post?

<input checked="" type="checkbox"/> Yes	If this post is an office-based job with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete the section below.
<input type="checkbox"/> No	If this post is not office-based or has some hazards other than routine office (eg: more than use of VDU) please complete the analysis below. Hiring managers are asked to complete this section as accurately as possible to ensure the safety of the post-holder.

- HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.

ENVIRONMENTAL EXPOSURES	Occasionally (<30% of time)	Frequently (30-60% of time)	Constantly (> 60% of time)
Outside work	✓		
Extremes of temperature (eg: fridge/ furnace)	N/A		
## Potential for exposure to body fluids	N/A		
## Noise (greater than 80 dba - 8 hrs twa)	N/A		
## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below:	N/A		
Frequent hand washing	N/A		
Ionising radiation	N/A		
EQUIPMENT/TOOLS/MACHINES USED			
## Food handling	N/A		
## Driving university vehicles(eg: car/van/LGV/PCV)	N/A		
## Use of latex gloves (prohibited unless specific clinical necessity)	N/A		
## Vibrating tools (eg: strimmers, hammer drill, lawnmowers)	N/A		
PHYSICAL ABILITIES			
Load manual handling	✓		
Repetitive crouching/kneeling/stooping	✓		
Repetitive pulling/pushing	✓		
Repetitive lifting	✓		
Standing for prolonged periods	✓		
Repetitive climbing (ie: steps, stools, ladders, stairs)	✓		
Fine motor grips (eg: pipetting)	N/A		
Gross motor grips	N/A		
Repetitive reaching below shoulder height	✓		
Repetitive reaching at shoulder height	✓		
Repetitive reaching above shoulder height	✓		
PSYCHOSOCIAL ISSUES			
Face to face contact with public	✓		
Lone working	✓		
## Shift work/night work/on call duties	N/A		

Appendix 1. Embedding Collegiality

Collegiality represents one of the four core principles of the University; Collegiality, Quality, Internationalisation and Sustainability. Our Southampton Behaviours set out our expectations of all staff across the University to support the achievement of our strategy.

All staff	Behaviour
Personal Leadership	I take personal responsibility for my own actions and an active approach towards my development
	I reflect on my own behaviour, actively seek feedback and adapt my behaviour accordingly
	I show pride, passion and enthusiasm for our University community
	I demonstrate respect and build trust with an open and honest approach
Working Together	I work collaboratively and build productive relationships across our University and beyond
	I actively listen to others and communicate clearly and appropriately with everyone
	I take an inclusive approach, value the differences that people bring and encourage others to contribute and flourish
	I proactively work through challenge and conflict, considering others' views to achieve positive and productive outcomes
Developing Others	I help to create an environment that engages and motivates others
	I take time to support and enable people to be the best they can
	I recognise and value others' achievements, give praise and celebrate their success
	I deliver balanced feedback to enable others to improve their contribution
Delivering Quality	I identify opportunities and take action to be simply better
	I plan and prioritise efficiently and effectively, taking account of people, processes and resources
	I am accountable, for tackling issues, making difficult decisions and seeing them through to conclusion
	I encourage creativity and innovation to deliver workable solutions
Driving Sustainability	I consider the impact on people before taking decisions or actions that may affect them
	I embrace, enable and embed change effectively
	I regularly take account of external and internal factors, assessing the need to change and gaining support to move forward
	I take time to understand our University vision and direction and communicate this to others