**JOB DESCRIPTION**

|  |  |  |  |
| --- | --- | --- | --- |
| Post title: | **Customer Service Supervisor** | | |
| School/Department: | UK Student Recruitment and Outreach | | |
| Faculty: | Student Recruitment and International Relations | | |
| Career Pathway: | Management, Specialist and Administrative (MSA) | Level: | 3 |
| \*ERE category: | n/a | | |
| Posts responsible to: | Student Recruitment Conversion Team Leader | | |
| Posts responsible for: | 5 x level 2b Student Recruitment Enquiries Advisors | | |
| Post base: | Highfield Campus (Office-based) | | |

|  |
| --- |
| Job purpose |
| To manage a team of Student Recruitment Enquiries Advisors to provide the best possible services to all prospective students. To develop, manage and maintain all relevant processes and policies relating to customer service.  To support the management of the implementation, development and adoption of the Customer Relationship Management (CRM) process and system across the University in support of its undergraduate student recruitment and conversion processes.  To support the development of a variety of conversion activities for the student recruitment market. These to include offer letters, conversion mailings, webinars and live chats, and telephone conversion campaigns. |

| Key accountabilities/primary responsibilities | | % Time |
| --- | --- | --- |
|  | 1. Line management of the team of student recruitment enquiries advisors including;    1. responsibility for provision of staff development to ensure effective team performance through the delivery of clear business plans and staff objectives, linked to the University wider Student Recruitment Strategy.    2. undertaking monitoring of progress through the annual review process,    3. regular, positive engagement and communication with staff and the wider Events and Conversion Team   *escalate issues to the team leader as required.* | 30 |
|  | 1. Provide in-depth advice and guidance to the team, for example through information guidance or instruction to students or customers in line with accredited standards, Codes of Practice, legislative requirements and guidelines (to include Competition and Markets Authority and compliance with GDPR). Provide feedback and guidance to enquiries advisors where necessary. Complete regular checks and processes; recognise and deal with issues as they arise on behalf of the team, regularly review and update information as necessary. | 30 |
|  | 1. Create, organise and deliver student focussed events that form part of the undergraduate and postgraduate recruitment campaigns, engaging and liaising with internal and external customers as appropriate. For example livechats, webinars, operational elements of the telephone calling conversion campaign and workshops, ensuring all activities run efficiently by co-ordinating diaries, booking venues and supplying relevant information to students, academic and Professional Services staff, and other stakeholders. | 20 |
|  | 1. Actively represent, promote and champion the team within and outside the University; undertaking benchmarking and research to regularly seek out innovation, opportunities or external market influences upon future service delivery. Work with other HEIs and businesses to ensure that the team are making best use of current customer relationship techniques and approaches. Model the ‘University of Southampton Behaviours’ referred to at [Embedding Collegiality](https://intranet.soton.ac.uk/sites/strategy/embeddingcollegiality/SitePages/Home.aspx). | 10 |
|  | 1. Proactively contribute towards annual planning and reporting, providing regular data analysis to support decision-making by team leader and other senior colleagues. | 5 |
|  | 1. Any other duties as allocated by the line manager following consultation with the post holder. | 5 |

| Internal and external relationships |
| --- |
| * Prospective students, applicants and their supporters * Students (including Students’ Union representatives * Academic and professional services staff * Communications and Marketing team * External fulfilment houses * Members of the public and local community |

**PERSON SPECIFICATION**

|  |  |  |  |
| --- | --- | --- | --- |
| Criteria | Essential | Desirable | How to be assessed |
| Qualifications, knowledge and experience | Skill level equivalent to achievement of HNC, A-Level, NVQ3 with proven work experience acquired in relevant roles and job-related training.  Demonstrable experience of managing others.  Demonstrable experience of using large Customer Relationship Management systems including;   * Implementation and all related tasks to large, complex matrix style organisation. * Complex data analysis using Customer Relationship Management (CRM) systems, including interpretation of results to inform future activities.   Commitment to providing high levels of service in a customer orientated fashion. | A degree or equivalent professional qualification.  Recognised qualification in marketing.  Familiar with the Higher Education Sector.  Experience and understanding of youth/student marketing both in the UK and internationally.  Demonstrable experience of working in a digital marketing role, ideally in services marketing. | Interview / Application Form |
| Planning and organising | Highly organised, efficient and thorough, and able to contribute actively to projects through conception to completion.  Self-motivated, proactive, able to work independently.  Ability to manage resources and prioritise and meet tight deadlines.  Ability to independently organise own workload.  Ability and experience to recognise the impact of own activities on the workload of others.  Ability to contribute to a number of project teams simultaneously and to respond to new and changing requirements.  Accuracy and attention to detail. Thorough and meticulous both when checking and reviewing content. |  | Interview / Application Form |
| Problem solving and initiative | Ability to analyse and problem solve, offering a range of solutions that include relevant quality, resource and budget implications.  Ability to gain buy-in from project stakeholders to agreed protocols and processes.  Proactive nature for identifying solutions to problems.  Practised at thinking creatively to find quality solutions to technical and non-technical problems.  Ability to identify and solve problems by applying initiative to tackle situations in new ways and by developing improved work methods.  Ability to address technical and non-technical problems in pressurised, time restricted environments. | Demonstrate experience in carrying out market research and competitor analysis. | Interview / Application Form |
| Management and teamwork | Team management experience.  Good people skills and a helpful and supportive attitude. Ability to work across teams and liaise confidently with colleagues at all levels.  Experience of and ability to effectively check the work of others ensuring required standards and deadlines are met. Ability to solicit ideas and opinions to help form specific work plans. Proactive in developing relationships with colleagues in other areas. |  | Interview / Application Form |
| Communicating and influencing | Excellent written, communication and interpersonal skills. Proactive and inquisitive nature. Ability to create high quality and accurate written instructions and reports independently. Confident to use personal experience and expertise to offer advice and guidance where needed. Ability to make creative suggestions about ways of communicating digitally with relevant target audiences.  Ability to communicate technical concepts to both specialists and non-technical staff. |  |  |
| Other skills and behaviours | Experience of Hobsons Connect or equivalent CRM system. Some familiarity with a university environment and an understanding of the market positioning of a Russell Group university. Commitment to working collegially and to the strategic aims of the University.  Proactive approach to keeping up to date with industry developments and innovations. |  | Interview / Application Form |
| Special requirements | Occasional flexibility to work unusual / unsocial hours such as evenings and weekends. |  | Interview / Application Form |

**JOB HAZARD ANALYSIS**

**Is this an office-based post?**

|  |  |
| --- | --- |
| 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. |
| 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 | N/A |  |  |
| 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 | N/A |  |  |
| Repetitive reaching at shoulder height | N/A |  |  |
| Repetitive reaching above shoulder height | N/A |  |  |
| **PSYCHOSOCIAL ISSUES** | | | |
| Face to face contact with public | 🗸 |  |  |
| Lone working | 🗸 |  |  |
| ## Shift work/night work/on call duties | N/A |  |  |