

Job description and person specification

| | |
|-------------|--|
| Job Title: | Course Advisor |
| Department: | Sales and Marketing, CEG Digital |
| Reports to: | Student Recruitment Manager, CEG Digital |
| Location: | Cambridge or Amsterdam |

The Company

Since 1952, Cambridge Education Group (CEG) has been delivering the highest quality academic programmes either in partnership with leading UK universities or as a pathway centre leading into those universities.

The Group operates under two brands – **ONCAMPUS**, teaching foundation courses to University degrees on campuses in the UK, USA and mainland Europe; and CEG Digital, building and teaching online degrees to students around the world in partnership with a number of UK universities.

This role is part of CEG Digital.

CEG Digital currently partners with the University of Southampton, Queen Mary University of London, University of Hull, Falmouth University and Cass Business School and offers 17 online degrees in a wide variety of disciplines from creative arts to business and law. Programmes are delivered on a part-time, flexible basis over two years enabling students to gain their university award while continuing to work or run a family. Our programmes are developed by combining academic expertise with cutting-edge technology, sector leading pedagogy and first-class support to provide an outstanding digital educational experience.

Job overview

The Course Advisor role is responsible for international and domestic student recruitment activity with an emphasis on lead conversion through consultative sales calls to students, their parents and agent partners who have applied or made an enquiry about a programme of study with CEG Digital.

Key working relationships

- Course Advisor team
- Student Recruitment Managers
- Admissions team
- Regional Sales Managers

The following section outlines a more detailed, but not exhaustive, description of the duties pertinent to this post.

Key responsibilities and capabilities

- Proactive sales activity by telephone, email and other platforms to meet student recruitment targets using a service oriented approach.
- Ensure that direct sales enquiries and direct applications are converted via focused follow-up activity using a consultative sales methodology.
- Work closely with the regional sales teams to follow-up leads generated by educational agents.
- Collaborate with the admissions team to ensure fast, efficient and effective follow-up of student leads and applications to improve conversion rates, attain sales outcomes and provide high standards of customer service.

Course Advisor

- Record the details of all sales activity after each call in Hubspot/the Cambridge Education Group CRM system, ensuring a high degree of accuracy and giving clear visibility of results and the current sales pipeline. Ensure lead and student management adheres to the Lead Management Policy in place.
- Be receptive and open to training and development in the role.
- Deliver weekly reports to assess progress towards goals in the sales cycle.

Performance measures

- Achievement of annual sales targets for recruitment of direct students.
- Conversion rates for students applying directly to CEG Digital.
- Conversion rates for students applying through educational agents.

Person Specification

Essential

- Excellent communication and consultative sales skills.
- Persuasive relationship builder.
- Strong work ethic, self-motivated, punctual and highly organised.
- Customer service oriented.
- Pride in delivery of work to high standards, set and meet challenging goals.
- Attention to detail, cultural awareness and sensitivity.
- Adaptable and versatile.
- Enthusiastic and energetic, with a track record of high achievement.
- Supportive team player.
- Target-driven, determined and ambitious.
- Aptitude for using technology and e-media.
- Educated to degree level or equivalent.
- Extensive work experienced is not essential.

Desirable

- Experience of working in a sales team or sales-focused customer service environment.
- A track record in international student recruitment.
- Ability to speak a foreign language.

Company Values

| Values | Description |
|------------------------------|--|
| Accountability and Ownership | Takes responsibility, meets commitments, dedicated, confident, invested in the work that they do and doing it well, pro-active, makes decisions, calculates the risk and shows leadership. |
| Having Enthusiasm | Being flexible and responsive, can do attitude, hardworking, honest, has a willingness to learn, goes the extra mile, is positive in the face of challenges. |
| Being Creative | Looks for new ways to improve, takes ideas and implements them, looks at problems in different ways, is solutions led. |
| Being a Team Player | Friendly, punctual, reliable and respectful of their co-workers, communicates with enthusiasm, collaborates with colleagues, shares knowledge and teaches others. |
| Being Customer Focussed | Approachable, helpful, shows empathy, communicates openly and welcomes feedback, builds relationships, organised, detail orientated, effective and efficient, courteous and professional. |