**Admissions Sales Officer – Job Description**

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| **Department:** Admissions | **Location:** EKI Corporate Office |
| **Reports to:** Corporate Relationship Mgr. | **Reportees:** NIL**Coordinates with**: School Admission Teams |
| **Job Purpose:** This role is primarily responsible as a key player in the success of the admissions enrolment process, and performs in close contact with both prospective/existing Parents and the School Admissions Team personnel. The main objective of the role is to convert parent enquiries into enrolled students through the delivery of excellent Customer Service; and support a reduction in the number of withdrawals for the following academic year. |
| **Main duties & responsibilities:** * Respond within pre-set SLA’s to all incoming enquiries by telephone or email.
* Provide accurate information to prospective parents regarding the prospective school, and promote the school’s USP’s.
* Build a relationship with prospective parents based on trust and transparency to make them feel comfortable with the process.
* With training provided, use open questions to identify buying motives and specific areas of interest to the parents on which to promote the school as the correct choice.
* Co-ordinate between the school admission teams and parents to book prospective clients onto tours and student assessments.
* Maintain communication with parents throughout the admissions process
* With training provided, be confident with objection handling and respond to issues in a professional and service oriented manner.
* Ensure the CRM system is up to date with details of all correspondence and that every enquiry is logged.
* Use diary functions to follow up with parents within the agreed workflow SLA’s
* Occasionally attend open days and events both within normal working hours and at weekends to support school Admissions teams as required.
* Escalate issues to Line Manager for resolution.

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**Qualifications:**

* A Bachelor’s degree in Marketing/ Public Relations/ Business Administration or any other related field; or can demonstrate a commensurate level of practical experience in a similar role.
* Excellent MS Office skills (Word/XL/PowerPoint) are required

**Experience:**

* A minimum of 5 years’ role related experience within a complex organization.

**Skills:**

 **Technical Skills:**

* Strong background in Sales and/or Business Development, Relationship Management and Customer Service.
* Experience using Customer Relationship Management (CRM) software systems.
* Expert technical ability in MS Office, and ability to quickly learn and utilize databases and other administrative programs.
* Excellent written and verbal communication skills.

 **Non-Technical Skills:**

* Solution-oriented and target driver self-starter with excellent communication and English language skills.
* Strong track record in meeting conflicting deadlines while working under pressure.
* Must be pro-active, resourceful, and able to pay strong attention to details and be able to work both independently and within the team environment.
* Solution-oriented and target driver self-starter with excellent communication and English language skills.
* Strong interpersonal and expectation management skills, displaying tact, diplomacy, sensitivity and confidentiality.
* Previous experience in sales and/or account management, including managing multi-stakeholder relationships.
* Promote the organization’s vision and ethos at all times both inside and outside work
* Ability to work reasonable flexible hours as required by operational commitments.

*In addition to the duties and responsibilities listed above, additional duties as advised by the Management from time to time will also form a part of the job.*