



UNIVERSITY OF PLYMOUTH

Role:	Enquiry & Applicant Support Officer
Department:	Enquiries and Admissions Service
Grade:	4
Reports to:	Enquiry and Applicant Support Manager
Direct responsibility for:	N/A

Role Summary:

Under the guidance of the Enquiry and Applicant Support Manager for Enquiries and Admissions Service, the post holder will be required to support the delivery of a comprehensive, customer focused, integrated, cost-effective and progressive enquiries and conversion activity and provision.

The post holder will support the Enquiry and Applicant Support Manager to maintain relationships with faculties in international recruitment activities,

The post holder will be part of a dedicated frontline team delivering and promoting high level customer focus in order to support the prospective applicant and student journey, increase conversion from enquiry, through application and offer, to enrolment ensuring the provision of accurate and timely information and guidance to pre- and post-application enquirers across a range of platforms/channels.

The post holder will embrace cross team working between internal and external stakeholders to deliver a timely, effective and customer friendly conversion activities for all programmes. This includes working closely across Plymouth Global Directorate and collaboratively with all Faculties and other directorates.

Under the direction of the Enquiry and Applicant Support Manager, to play an active part in ensuring timely enrolments for international students in collaboration with Facilities and UKVI Compliance Team during Right to Study Check process. This job description provides a general reflection of the key accountabilities associated with the post, it is expected that the role holder will undertake any other reasonable activities to assist in efficient Enquiries and Admissions service for the University.

Key Accountabilities:

- To manage/respond to enquiries through an appropriate range of channels/technologies/platforms, including SITS, email, CRM systems, and telephone, to include managing and maintaining the ELCAS (Enhanced Learning Credits Scheme) for members of the armed forces, process for the institution.
- Manage individual workload collaboratively with colleagues within the team to ensure team and university objectives are met.
- Support conversion from enquiry to application, and application to enrolment.
- Support and influence conversion activity including events, webinars and panels, direct enquirer and applicant contact to offer support and guidance and acting as an ambassador for the university.
- To embrace a culture/ethos of excellence in customer service. Participate/supporting (as appropriate) projects to continually improve UOP's service provision to its prospective students.
- Build relationships and offer guidance to stakeholders to provide an effective Conversion service, to streamline and avoid duplication ensuring excellence in customer service to ensure that shared objectives are met.
- Supporting the University's strategic plan to improve conversion in a highly competitive and fast moving environment.
- Record and collate meaningful enquiry and conversion data in order for the Enquiry and Applicant Support Manager to report to University Executive Group.
- Ensure processes are followed to meet agreed targets and standards.
- Make task related decisions within designated activities in line with service needs.
- Prioritise designated activities to meet the changing needs of the service, and provide training to new staff members in line with associated policies and procedures.
- Collaborate with team members to achieve joint projects and objectives by supporting and making recommendations for changes where appropriate.
- Provide data and required analysis using a variety of systems, analysing and highlighting issues for further analysis.
- Sending subject guides and merchandise.
- Provides excellent customer service, detailed advice and guidance to our customers.
- All activities undertaken within this role will be compliant with the University's policies, including Health & Safety, Equality and Diversity, Ethics, Data Protection etc.
- Guides, collaborates and takes a lead as appropriate with colleagues and peers across the University to plan and achieve joint projects and objectives.
- Drawing on professional/specialist knowledge to solve presenting problems.

Measures of Success:

- Successful delivery of key priorities and objectives agreed as part of the University's Performance Development Review.
- Responding to enquiries within defined response times.
- Offering support and advice to Offer Holders within defined response times.
- Streamlined and improved conversion activities resulting in stakeholder satisfaction and improved process for enquirers and applicants.

- Enquiries are maximised and effective recording processes are implemented.
- Stakeholder satisfaction.
- Streamlined enquiry and applicant conversion processes from planning through to delivery.
- Accurate data recorded in related channels/technologies for enquiry and applicant conversion activity.

Knowledge, Education & Training:

- Numeracy and literacy at secondary education level (or demonstrable equivalent experience) - **Essential**
- Educational attainment at further education level (or demonstrable equivalent experience) - **Essential**
- Advanced working knowledge of Microsoft Word/Excel/Outlook/PowerPoint and databases - **Essential**
- Knowledge of student recruitment and admissions in Higher Education - **Desirable**
- Understanding of ELCAS system and liaising with all stakeholders - **Desirable**

Experience:

- Administration in a busy enquiries/ higher education function/environment - **Desirable**
- Analysis, interpretation and reporting on data - **Desirable**
- Building relationships with a variety of stakeholders & influencing colleagues - **Desirable**
- Delivering activities and events which support business priorities - **Desirable**
- Liaising with customers face to face/by telephone/in writing - **Essential**
- Working both independently and as part of a team - **Essential**
- Monitoring and reporting on financial information, using findings to inform decisions - **Desirable**
- Working in a dynamic customer service environment - **Desirable**

Skills:

- Ability to prioritise and self-manage and work as part of a team **Essential**
- Maintain relationships with internal and external stakeholders - **Desirable**
- Accuracy and attention to detail - **Desirable**
- Excellent verbal and written communication skills - **Essential**
- Demonstrates leadership skills **Desirable**

University of Plymouth Behaviours:

- Demonstrates Self-Leadership
- Develops self and others to deliver
- Leads and operates in times of change and ambiguity
- Builds and secures value from relationships
- Drives innovation and action

- Creates and contributes to a shared vision
- Uses sound business judgement

Special Conditions:

- The role holder will be required to work evenings and weekends as required which includes supporting student events and activities
- There will be a requirement to travel and work away from campus.
- The role is predominantly office based