Advertisement

Post Title: Enquiries Manager

School/department: UK Recruitment, Communications, Marketing and Advancement

Hours: Full time or part time hours considered up to 1FTE. Requests for flexible working options will be considered (subject to business need).

Contract: Permanent

Reference: 6413

Salary: starting at £34,304 to £40,927 per annum

Placed on: 03 September 2021

Closing date: 01 October 2021. Applications must be received by midnight of the closing date

Expected Interview date: To be confirmed

Expected start date: As soon as possible

The UK Recruitment team is seeking an Enquiries Manager with proven experience in a customer service environment to lead on the development and implementation of its enquiries strategy. You should be a self-motivated and proactive person with exceptional communications skills. You should also be data-driven, work well to targets and thrive in a busy, process-driven environment.

The Enquiries Manager will oversee over 25,000 individual enquiries per year, ensuring the University has a robust and sector-leading enquiries strategy that provides those who contact us with the best possible customer experience. You will be expected to deliver regular insightful reports that outline institutional and sector trends, as well as sitting on key working groups to ensure customer experience is at the heart of our work.

The post-holder will work closely with a range of stakeholders from across the University, including academic schools and colleagues from across the Professional Services. You will be expected to gain an in-depth of the University’s Customer Relationship Management system, and be the UK Recruitment team’s lead in this area.

In addition to being the strategic lead for the University’s enquiries management, the role-holder will be expected to support key recruitment activities. This will include representing the University at Exhibitions and Fairs around the country and delivering talks and workshops to groups of prospective students and their influencers.

Please contact Kevin Betts (k.j.betts@sussex.ac.uk) for informal enquiries.
2. **The School / Division**

Please find further information regarding the school/division at [http://www.sussex.ac.uk/schoolsandservices/professionalservices/communications-marketing-advancement](http://www.sussex.ac.uk/schoolsandservices/professionalservices/communications-marketing-advancement)

3. **Job Description**

**Department**  UK Recruitment  
**Location**  University of Sussex, Falmer  
**Part time/job share?**  Full-time, permanent  
**Grade**  7  
**Responsible to**  Head of UK Recruitment  
**Responsible for**  Enquiries Coordinator, casually-paid Student Ambassadors at on-campus events.

**Purpose of the post**

1. To develop, deliver and manage the University of Sussex’s enquiries management strategy to become market-leading.

2. Provide and present detailed data insights into the University’s enquiries handling processes, including quarterly comparisons and annual reports, competitor analyses and to benchmark against national trends in enquiries handling in general.

3. To be responsible for the UK Recruitment team’s role within the CRM system.

4. To prepare and deliver enquiries handling and customer service training to colleagues across the University.

5. As a member of the UK Recruitment Team, to participate in the University’s student recruitment events and occasional off-site engagements so as to provide informed and positive-feeling face-to-face engagements. This will require some early starts, late finishes and weekend working.

*This post will involve considerable contact with prospective students, applicants, overseas agents, and academic and professional units across campus.*
Specific duties

1. To develop, deliver and manage the University of Sussex’s enquiries management strategy to become market-leading.

   1.1. Create a comprehensive and coherent enquiries handling strategy for email, telephone and postal enquiries for all initial enquiries to the University. This will involve having overall responsibility for handling large volumes of enquiries, particularly at key points in the recruitment cycle and ensuring enquiries are dealt with in a timely and highly effective manner.

   1.2. Ensure the enquiries strategy works in synergy with the CRM strategy – including collection and handling of enquirer data.

   1.3. Line management of the Enquiries Coordinator.

   1.4. Be the first point of contact for all intricate and in-depth enquiries from pre-application students to the University and colleagues from across the campus.

   1.5. Develop and manage in-depth information sets for colleagues across campus to ensure all enquiries are answered with up to date and correct information at all times and a uniform approach to enquiries handling is maintained.

   1.6. Manage web-based information such as FAQs. To include liaison with on-campus stakeholders to ensure information is accurate and up to date.

   1.7. Manage sensitive and confidential information, keep up to date with best practice data protection practices and be a contact for CMA colleagues to approach for data protection advice.

   1.8. Manage multiple UK-based and international telephone campaigns.

   1.9. Liaise regularly with third party providers and agencies such as UCAS and Find a Masters/PhD to identify potential enquiries related collaboration.

   1.10. Consulting with the CRM team to ensure all enquirers have the best possible customer service experience whilst talking to the University’s staff and that all relevant data is captured for future communication opportunities.

   1.11. Analyse market trends to ensure development of a market-leading enquiries handling process. To include liaison with third party agencies to add value to the University’s recruitment strategies from an enquiries and communications perspective.

2. Provide and present detailed data insights into the University’s enquiries handling processes, including quarterly comparisons and annual reports, competitor analyses and to benchmark against national trends in enquiries handling in general.

   2.1. Develop and maintain accurate monthly, quarterly and annual reports on enquiries handling processes. Reports will include analyses of numbers of enquiries, modes of enquiry, efficacy of response and customer satisfaction.
2.2. Present reports to managers and senior managers across the University, including quarterly briefing papers and an in-depth annual report.

2.3. Identify trends in enquiries and work with colleagues from Marketing and International Recruitment to identify potential new programmes to add to the University’s portfolio and new international regions to target.

2.4. Work closely with colleagues in the Web team to interrogate analytics and ensure information related web pages are accessible and located correctly.

2.5. Work closely with colleagues in the Market Research team to develop suitable competitor analyses to ensure the University continues to provide the best levels of customer service.

2.6. Be an active member of the University’s student journey working group and being the group’s steer on enquiries handling and CRM.

2.7. Attend and present at conferences on Higher Education liaison and marketing to increase institutional awareness of the University.

3. To be responsible for the UK Recruitment team’s role to deliver CRM strategy and communications

3.1. Take direction from the CRM team to support the management the University’s CRM strategy.

3.2. Maintain data integrity with regular checks of undergraduate and postgraduate records to ensure all information is relevant and up to date.

3.3. Build filters as directed by the CRM team to effect enquirer and applicant communications.

3.4. Create and manage events, including registration forms, for integral undergraduate activities including Open Days, Applicant Visit Days campus tours and school specific conversion activities.

3.5. Manage registrations at events, ensuring all information is correctly uploaded for effective post-event communications.

3.6. Support the CRM team in the research and procurement of new CRM elements to ensure it remains fit for purpose from a UK Recruitment team perspective.

3.7. Work with the CRM team, to develop quarterly CRM evaluation documents.

3.8. Attend local and national CRM conferences and meetings.

3.9. Keep up to date with best practice in CRM communication and data protection in the HE sector through competitor analysis and monitoring as well as keeping up to date with industry changes and innovations.
4. To prepare and deliver enquiries handling and customer service training to colleagues across the University.

4.1. Train new members of the CMA team to provide superb customer service when dealing with enquiries via the telephone, email and face-to-face interaction.

4.2. Ensure all new members of the CMA team have a thorough knowledge of the University and its admissions process.

4.3. Create and regularly review a training portfolio for all members of the CMA team.

4.4. Provide training for any academic school staff who regularly field enquiries.

4.5. Promote a university-wide culture of customer service and enquiry management, ensuring adequate customer monitoring and feedback systems are in place in order to make continuous service enhancements.

5. As a member of the UK Recruitment Team, participate in the University's student recruitment events and occasional off-site engagements so as to provide informed and positive-feeling face-to-face engagements. This will require some early starts, late finishes and weekend working.

5.1. As directed by the Events Manager, provide a warm welcome to visitors and clear directions to student helpers within your team during large-scale University recruitment events.

5.2. Be happy and confident in delivering occasional group welcomes and short presentations to campus visitors on topics relating to your core areas of expertise.

5.3. During busy periods, assist in the staffing of off-campus student recruitment events such as UCAS Exhibitions, and school and college careers events.

6. Other Duties

6.1. Contribute to the development of a positive working environment seeking opportunities to co-ordinate activities.

6.2. Foster and maintain a collaborative, positive and supportive team culture.

6.3. To undertake any other duties within the CMA team as may be requested from time to time by the Director, or the Head of UK Recruitment.

The job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time without changing the general character of the duties or level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

Person Specification
**Person Specification for the post of: Enquiries Manager**

### SKILLS / ABILITIES

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<tr>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td><strong>Excellent communication and organisation skills</strong></td>
<td>X</td>
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<tr>
<td><strong>Good IT Skills: including Word, email, PowerPoint, databases &amp; Excel</strong></td>
<td>X</td>
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<tr>
<td><strong>The ability to deal effectively with people at a range of levels using appropriate tact and diplomacy</strong></td>
<td>X</td>
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<tr>
<td><strong>Ability to deliver excellent clear, concise, accurate and engaging written and oral communications suitable for a variety of audiences</strong></td>
<td>X</td>
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<td><strong>The ability to deal with and present effectively a range of datasets to senior management and academic colleagues across the University</strong></td>
<td>X</td>
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<tr>
<td><strong>Ability to work methodically and maintain the highest standards of accuracy, consistency and thoroughness</strong></td>
<td>X</td>
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<td><strong>The ability to work effectively to deadlines while under pressure</strong></td>
<td>X</td>
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<td><strong>Ability to plan own workload and a demonstrated ability to work responsibly with minimal day-to-day supervision</strong></td>
<td>X</td>
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<td><strong>Ability to work as part of a team and to foster good relations with a range of colleagues within and outside the institution</strong></td>
<td>X</td>
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<td><strong>An ability to present with confidence to a range of audiences. The post holder will need to have the ability to prepare, create and deliver engaging multi-media presentations and the confidence to present findings at briefing sessions, training and workshops to improve capabilities across the University</strong></td>
<td>X</td>
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<tr>
<td><strong>Ability to see the “bigger picture” and to take a strategic approach</strong></td>
<td>X</td>
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<td><strong>Line management skills</strong></td>
<td>X</td>
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<td><strong>A basic level of HTML coding to enable small changes to the look and feel of email communications</strong></td>
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### KNOWLEDGE

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<tr>
<td><strong>A good understanding of the UK system of Higher Education</strong></td>
<td>X</td>
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<td><strong>An understanding of the issues surrounding Higher Education and student recruitment</strong></td>
<td>X</td>
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<tr>
<td><strong>Proven ability to engage positively with prospective students and school and college staff</strong></td>
<td>X</td>
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<td><strong>A thorough understanding of CRM</strong></td>
<td>X</td>
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### EXPERIENCE
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<tr>
<td>Previous administrative experience, preferably in a Higher Education context</td>
<td>X</td>
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<tr>
<td>Previous experience in a customer service role</td>
<td>X</td>
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<tr>
<td>Previous experience of using CRM systems</td>
<td>X</td>
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**QUALIFICATIONS**

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<tr>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td>Relevant degree or equivalent</td>
<td>X</td>
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**PERSONAL ATTRIBUTES AND CIRCUMSTANCES**

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<th>Essential</th>
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<tr>
<td>Willing and able to work flexible and unsocial hours including weekends as and when required.</td>
<td>X</td>
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<td>Flexible team player, with the ability to co-operate with others</td>
<td>X</td>
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<tr>
<td>Agreeable and confident in telephone and in-person engagements.</td>
<td>X</td>
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<td>A demonstrable commitment to staff development</td>
<td>X</td>
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