

## Position Description

**Position Title** Sales Consultant

---

**Position No:** Varied

**Organisation Unit:** Recruitment and International Operations

**Campus/Location:** Melbourne (Bundoora)

**Classification:** Higher Education Officer Level (HEO2)

**Employment Type:** Casual

**Position Supervisor :** Coordinator, Sales Contact Centre  
**Number:** 50144303

**Reports positions:**  
**level:** N/A

**Other Benefits:** <http://www.latrobe.edu.au/jobs/working/benefits>

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Jobs at La Trobe - <http://www.latrobe.edu.au/jobs>

---

**For enquiries only contact:**

Nav Bains | TEL: (03) 9479 2064

## Position Description

### Sales Consultant

#### Position Context / Purpose

The Sales Consultant works as part of the Sales Contact Centre to deliver a personalised, trusted and effortless experience to achieve student load targets across pathways, undergraduate and postgraduate programs.

The position holder has a thorough understanding of the breadth and depth of La Trobe courses, programs, campus amenities and student services available at the campuses, and works to deliver excellence in customer first enquiry management to communicate the distinctive La Trobe offer to prospective students. The position holder manages customer engagement within the Sales Contact Centre and responds to enquiries to study at La Trobe including tactical outbound engagement with prospective students. Involvement in future student programs, activities and events may involve direct contact with children

The Division of Marketing and Recruitment plays a key role in profiling and positioning of La Trobe University as a first choice among its diverse community, target and stakeholder groups, including potential students and staff. Sales and Customer Experience Directorate is responsible for implementing an acquisition and conversion strategy on behalf of the University to achieve its strategic goal of recruiting high quality applications. This includes management of future student course enquiries, sales and student recruitment activities, customer experience program, and business development.

Duties at this level may include:

- Deliver exceptional customer experiences by providing accurate advice, tailored information, and high-quality course recommendations to future students to increase applications and drive student enrolment.
- Contribute to the achievement of agreed sales and enrolment targets.
- Capture enquirer contact details and study interests to improve the customer experience and reporting of the sales contact centre.
- Contribute to the identification of barriers in the sales and on boarding process and proactively investigate methods to overcome them.
- Actively participate in the creation of an environment of continuous improvement through the identification of process/procedure improvements and identifying ways of exceeding internal and external customer expectations.
- Actively contribute to a dynamic sales environment that fosters and develops effective working relationships, collaborative work practices, consideration for colleagues and valuing the contribution of others.
- Other duties as requested by the Team Leader, Sales Contact Centre, commensurate with the classification of this position and with the knowledge skills and training of the incumbent.

#### Key Selection Criteria:

1. Relevant post-secondary qualifications or equivalent and proven administrative experience, preferably in sales and customer service with a drive to achieve sales targets.
2. Experience and skills in achieving sales targets through exceptional enquiry management and nurturing of prospective students that includes: personalised, trusted and effortless customer experiences.
3. Strong organisational skills and the ability to prioritise multiple tasks, meet deadlines, and contribute to dynamic sales environment.

4. Strong interpersonal skills, including the ability to liaise with prospective students (undergraduate, postgraduate and pathways) and influencers, academic staff, and members of the public.
5. An ability to master knowledge from a broad range of courses and deliver information to customers that is that is clear and personalised.

**Desirable:**

6. A good understanding of the higher education environment that includes the sales funnel from first enquiry to enrolment.

**Essential Compliance Requirements**

To hold this La Trobe University position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
- take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

**La Trobe Cultural Qualities**

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

- We are Connected: We connect to the world outside — the students and communities we serve, both locally and globally.
- We are Innovative: We tackle the big issues of our time to transform the lives of our students and society.
- We are Accountable: We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.
- We Care: We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities.

---

For Human Resource Use Only

Initials:

Date: