POSITION DESCRIPTION

FS Enquiry Team Lead

Position Level: 7/8  
Faculty/Division: DVC-Education & Student Experience  
Position Number: ADMIN ONLY  
Original document creation: October 2020

Position Summary

The FS Enquiry Team Lead will manage a team of Future Student Advisors who are responsible for providing accurate, comprehensive and timely advice to prospective students via all relevant inbound contact channels and events. The FS Enquiry Team Lead will be responsible for ensuring that staff are delivering a high level of customer service, meeting KPIs and that team service level agreements (SLAs) are being achieved. This role will interpret complex scenarios and detailed degree and admissions policy to effectively and correctly advise on enquiries, managing the team’s use of systems including the Customer Relationship Manager (CRM) platform and telephony software. The FS Enquiry Team Lead will contribute to the Future Student Recruitment (FSR) team via reporting, insight and analysis of enquiry centre performance, data, prospective student trends and relevant market insights.

The FS Enquiry Team Lead reports to the Head of FS Recruitment and has 6 direct reports.

Accountabilities

Specific accountabilities for this role include:

Level 7

- Deliver a highly customer-focused service; demonstrating attention to detail, excellence and continuous improvement.

- Oversee day to day operations of the enquiry centre including team leadership, rostering, systems management and administration. Ensure that enterprise systems such as CRM are implemented effectively and are fit for purpose.

- Develop and maintain an expert knowledge of UNSW coursework offerings including audience understanding, product knowledge, admissions and entry requirements. Maintain up-to-date knowledge of University policies and procedures.
• Deliver training and coaching sessions to the team to develop quality of service, increase efficiency and drive productivity in conjunction with maintaining up to date sources of information on critical information.

• Build and maintain effective relationships with all members of the FSR team to assist in meeting student recruitment targets and objectives, creating a feedback loop for market insights.

• Report on agreed objectives and targets, develop effective approach to gaining market insights and implement across the team.

• Provide accurate, timely and comprehensive information to prospective students and stakeholders via all inbound channels and events as required.

• Manage ad-hoc projects, implementation of new systems, procedures and platforms as required.

• Align with and actively demonstrate the UNSW Values in Action: Our Behaviours and the UNSW Code of Conduct.

• Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

Level 8 (In addition to Level 7 above)

• Lead and implement Enquiry Centre strategies aimed to increase applications, improve offer-holder conversion and exceed service benchmarks, ultimately contributing to the overall success of Future Student Recruitment in meeting student load plan KPIs.

• Provide high level operational advice regarding complex recruitment and pipeline issues, connecting with colleagues in Admissions, Student Services and the broader DVC (ESE) portfolio as required.

• Develop innovative programs to drive omni-channel communications across all future student audiences.

• Manage and maintain FSR components of the UNSW CRM, including advising on and leading technical innovations to improve experiences for prospective students and FSR team members.

• Lead post-intake reporting and analysis on Enquiry Centre performance, providing high level advice and analysis on risks, successes and opportunities including future volume capabilities and strategies to phase workforce across peak areas of demand.

Skills and Experience

Level 7

• A relevant tertiary education with relevant experience or an equivalent level of knowledge gained through any other combination of education, training and experience.

• Experience leading a team to deliver high levels of service and performance, preferably within a contact centre environment.

• Extensive knowledge and experience in the tertiary education sector with a strong understanding of relevant audiences.

• Proven ability to work in a high volume, process driven environment with variable workflow patterns and fixed deadlines.
• Excellent written and verbal communication skills with a high level of attention to detail and an ability to work under pressure.

• Advanced level of computer literacy with excellent skills in Microsoft Office applications and databases (eg. CRM and Power BI).

• An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.

• Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training.

Level 8 (in addition to Level 7 above)

• Extensive team leadership experience including coaching, mentoring and management of casual staff to meet business needs.

• High level stakeholder management and communication skills.

• Demonstrated ability to implement technological solutions to solve complex business requirements.

• Ability to analyse and forecast staff requirements in a context with seasonal shifts in volume and traffic.

About this document

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role.

This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.