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| **Position Description** |

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| **Position Title Senior Coordinator, Sales Contact Centre** | |
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| **Position No:** | NEW |
| **Organisation Unit:** | Sales and Customer Experience, Marketing and Recruitment |
| **Campus/Location:** | Melbourne (Bundoora) |
| **Classification:** | Higher Education Officer Level (HEO7) |
| **Employment Type:** | Continuing, Full-Time |
| **Position Supervisor :**  **Number:**  **Reports positions:**  **level:** | Senior Manager, Sales and Customer Experience  NEW  6 reports  6 x HEO5 |
| **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:**

Grace Torcaso | TEL: (03) 9479 1638

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| **Position Description** |

**Senior Coordinator, Sales Contact Centre**

**Position Context / Purpose**

The Senior Coordinator, Sales Contact Centre, manages the provision of excellent customer service to prospective students and key influencers of the University by phone, email, social media, live chat and face to face. The team is the first point of contact for the majority of future student course enquiries and also handles outbound marketing campaigns. The Sales Contact Centre is comprised of three Future Student Consultants, and three Senior Officer, Contact Centre.

Sales and Customer Experience is responsible for implementing an acquisition and conversion strategy on behalf of the University in order to achieve its strategic goal of recruiting high quality domestic applications. This includes management of course enquiries, business development, facilitation of direct admissions and alternative entry schemes and the delivery of undergraduate and postgraduate student recruitment across Australia.

The Marketing and Recruitment Division plays a key role in the development of customer growth and stakeholder engagement strategies across all available markets and channels including domestic, regional, international markets and online.

**Key Areas of Accountabilities**

* Deploy a sales methodology to ensure the optimisation of sales capability and performance.
* Ensures professional and quality service standards are maintained and applied to all incoming course enquiries to the University.
* Supervise the day to day operations of the Sales Contact Centre.
* Build the reputation of the Sales Contact Centre promoting the value of customer focus and monitor performance to ensure the maintenance of high standards.
* Oversee the management of the knowledgeable answers (FAQs, held within RightNow system) to ensure a complete and up to date knowledge base for prospective students.
* Liaise with key stakeholders and relevant staff to develop and/or review and document procedures to support the ongoing content and system management of the knowledgeable.
* Manage inbound enquiries through the University’s 1300 course enquiry queue, social media and web forms.
* Use of Student First, the University’s Customer Experience (CX) system.
* Actively contribute to a team environment that fosters and develops effective working relationships, collaborative work practices, consideration for colleagues and valuing the contribution of others.
* Undertake project management duties in accordance with University processes and requirements and ensure project outcomes are aligned to strategic organisational goals.
* Other duties as requested by the Senior Manager, Sales and Customer Experience which is commensurate with the classification of this position and with the knowledge skills and training of the incumbent.

**Essential Requirements**

* Tertiary qualifications in Business or Marketing and/or equivalent relevant experience.
* Solid understanding of the sales process (B2C and B2C) and marketing discipline.
* Strong planning and time management skills, the ability to prioritise multiple tasks and meet deadlines.
* Well-developed verbal and written communications skills, including effective public speaking, including the ability to develop and frequently deliver presentations to a range of audiences.
* Strong interpersonal skills, the ability to develop and maintain excellent working relationships.
* Evidence of an ability to self-manage and work as part of, and contribute to a team.
* Demonstrated ability to implement contemporary management practices to achieve business goals and objectives, in particular those related to human resources, change and finance/budget.
* Demonstrated extensive knowledge of office practice and procedures, including advanced knowledge in the use of word-processing and other relevant office software to maximise efficiency.
* Proven ability to work autonomously, is self-motivated to achieve results and resourceful
* A current Victorian driver’s license.
* Willingness to undertake frequent manual tasks including loading and unloading boxes of publications, banners and other promotional materials.

**Desirable Attributes**

* Sales training.
* Knowledge of Australian and in particular, Victorian education providers and systems.

**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 Resources Use only

Initials: Date: