Job Description

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| Position: Student Enrolment Advisor | |
| Grade: 11 | Date: November 2022 |
| Reports to: Team Leader Student Enrolment Advisor | |

# Te Tirohanga Whakamua; Our Vision:

To be the skills engine driving the economic and social development of the Central North Island.

# Nga Whāinga; Our Goals:

* Partnerships that make a difference
* An Institution for the 21st Century
* All our people are equipped for the new world
* Global outreach and globalization

# Nga Whanonga Pono; Our Values:

* Relationships – Whanaungatanga
* Excellence – Kia eke panuku, eke Tangaroa
* Transformation – Te huringa whakaaro
* Agility – Kia kakamā

# Purpose of the Position:

To increase enrolment volumes by promoting UCOL, our courses and support services to all target market areas, including account management of a targeted group of secondary schools. To provide advice and guidance to students and prospective students to ensure they can make informed decisions about their course options and career path.

# Financial Delegation:

Nil

# Staff reporting to this role:

Nil

# Internal Relationships:

* Academic Portfolio Managers
* Registry Team
* Business and Industry Partnerships
* Recruitment and Marketing staff
* Campus Managers/Director Wairarapa
* Communications Team
* UCOL-Te Pukenga Staff and Current Students

# External Relationships:

* Prospective Learners and their whanau
* Secondary School Career Advisors, Heads of Departments, Teachers
* General Public enquirers
* Private Training Establishments
* Students

# Key Result Areas

## Key Performance Indicator (KPI) 1 - Sales & Promotion:

Be the on-site face representing UCOL, providing advice and information as part of responding to and converting enquiries into applications.

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| **What will I be doing?** | **How will I know I am doing it well?** | |
| Demonstrate sales techniques (listening, probing and questioning) to respond to enquiries, promoting career options and UCOL-Te Pῡkenga pathways.  Provide accurate course and programme-related information that supports the learner journey from enquiry to enrolment. | Prospective learners and their families/support people are listened to and communicated with effectively and promptly.    The Information Centre is always staffed, welcoming and professional at all times. The workspace has a clean desk policy ensuring all visible floor space is kept clear of bags and boxes.  UCOL’s enquiries channels are constantly monitored and enquiries are responded to promptly.  Process enquiries via walk-in, website, 0800 and general telephone calls daily.  Enquiries are responded to in a timely and accurate manner. | |
| Guide prospective learners in their quest for knowledge of vocational education options that meets their skills, experience and ambitions. Support the enquiry to become an application according to the needs and outcomes identified by the future learner.  Provide accurate and up-to-date advice on all UCOL-Te Pῡkenga programmes, using all knowledge resources in answering questions and allowing potential learners to make informed decisions on their study options. | Product knowledge of UCOL programmes is up-to-date covering all faculties, new programmes, and fees free opportunities. Inform the business of any incorrect information.  Know how, and when to refer prospective learners to support agencies such as StudyLink that they may benefit from.    Prospective learners are satisfied that they have accurate information and are confident in applying to their programme of choice, study pathway and potential career outcome.  All contact channels such as online, face-to-face, email, telephone, text and Facebook are responded to promptly, accurately and professionally.  Support pro-active EDMs are targeted appropriately with relevant and timely content.  Engage with Academic Portfolio Managers to engage with prospective learners as needed. | |
| Students, staff and public stakeholders are dealt with professionally and courteously at all times adhering to the "Ākonga First" philosophy.  At all times promote our Online application process, capture enquiry data and process initial student application data into ARION. | Prospective learners have ease of access to all UCOL information and the speed with which they can have their application processed to a successful outcome. | |
| All records, enquiry data and student information is added/updated into the required contact and student databases. | | Maintains data integrity with an accurate working knowledge of all UCOL processing systems and implements any updated changes to systems in place particular to Pataka CRM and ARION databases ensuring all data entered is correct at all times and data is processed the same day to meet customer expectations.  Required data captured by enquiries is used to promote further to potential and current students ensuring conversion rates are maintained and subsequently increased resulting in higher EFTs student numbers across all campuses. |

## Key Performance Indicator (KPI) 2 - Recruitment & Marketing:

Recruitment events and promotional activities are supported to meet enquiry targets.

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| **What will I be doing?** | **How will I know I am doing it well?** |
| Support UCOL- Te Pῡkenga Recruitment & Marketing team, Campus Managers/Director Wairarapa and Academic Portfolio Managers as required at events across the region. | Events are supported with processes in place to capture enquiries. |
| Providing accurate and up-to-date advice on all UCOL programmes using all knowledge resources in answering questions. Ensuring enquiries are captured at these events for follow-up. | All events and promotional activities achieve desired enquiry conversion targets as set out by the Head of Recruitment & Marketing and UCOL-Te Pῡkenga organisational goals. |
| Provide easy-to-use tools for prospective learners to engage in the UCOL-Te Pῡkenga application process. | Prospective learners can easily find what to do to enquire and apply to study at UCOL. They are supported throughout the process as needed with a responsive, friendly service. |
| Partial Application Process | Prospective learners who do not complete the application process (e.g. partial online applications) are followed up and assisted. |

## Key Performance Indicator (KPI) 3 – Administration and Resource Support Services:

Student and Staff resource activities processes are supported. All administration tasks are completed promptly. Support regional campus advisors as required.

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| **What will I be doing?** | **How will I know I am doing it well?** |
| Student and Staff security identification cards are provided accurately and in an organised process.  Support for Regional student and staff ID card processes. | Faculty class bookings are processed via the Information Centre calendar booking system.  All data is checked in Gallagher Cardax Command Centre. Students processed on accepted status only.  Pre-printing of bulk ID cards where data is captured where and when possible. |
| Welcome Desk Cover/Face-to-Face Contact Centre Desk  Being the first point of contact for UCOL-Te Pukenga Manawatū Campus, responding to all  Front Desk enquiries including directing people, greeting stakeholders and forwarding messages to appropriate areas. | Greeting, welcoming, and directing visitors to campus appropriately.  Visitor enquiries are responded to in a friendly manner and actioned efficiently and professionally, or referred to appropriate staff/services promptly.  The Front Desk area is effective and complies with UCOL values, principles, processes and procedures (including security protocols).  Employee and department directories are regularly updated.  Security protocols are followed and assistance is sought when required. |
| All additional administration and resource support functions are completed providing the required level of customer service support to all internal and external stakeholders.  The “Ākonga First Philosophy” approach is at the centre of all interactions. | All students, staff and stakeholders are dealt with in a professional courteous manner and in a timely fashion meeting their expectations of excellence in customer service. |
| Support to Student Advisors on regional campuses.  Cover and support any overflow of regional enquiry workloads. | Technical and enquiry support to external campus advisors as and when required. Knowledge sharing of best practise and processes.    Enquiry follow-up assistance and outbound follow-up processes for external campuses are completed, contributing to the required conversion team targets. |
| Monitor daily and respond to Zendesk web-chat enquiries. | Web-chat enquiries are responded to promptly, and enquiries are navigated to relevant information on the website.  All interactions recorded in Pataka CRM and follow-up processes implemented as standard contributing to conversion targets. |

## Key Performance Indicator (KPI) 4 – Stakeholder Engagement

Build and maintain key stakeholder relationships, particularly with secondary school staff in our regions.

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| **What will I be doing?** | **How will I know I am doing it well?** |
| Update Stakeholder account management details, as and when required. Maintain an ongoing relationship with Community Groups and Private Training providers. Build solid relationships and keep UCOL-Te Pῡkenga connected to these groups. | Solid relationships are built and maintained with key contacts such as Careers Advisors, Heads of Departments and Training Co-ordinators. Actions are taken in a timely responsive manner, and interactions are recorded on Pataka CRM and followed up. |
| Provide opportunities for individual secondary school students and stakeholders to receive information about our programmes and future careers, including new programmes. | Any on-campus activity or communication to Secondary School Stakeholders is recorded in Pataka CRM. School Recruitment Advisor is advised as and when school follow-up is required.  All individual secondary school enquiries are recorded stakeholder information added and tracked communication. Conversion processes overlaid to measure growth in EFTs from set school accounts.  School stakeholders have the information they need at their fingertips, they are informed and can keep their students informed of engagement and enrolment opportunities and encourage their students to connect with UCOL.  Coordinate activities with Academic Portfolio Managers and USkills staff. |
| Coordinate and host onsite campus school visits, manage interaction with UCOL-Te Pῡkenga Subject Matter Experts, and Academic Portfolio Managers and secondary school contacts.  Support APMs and Tertiary Secondary staff in school visits and information sessions off-site. | Requests from schools for onsite campus visits are supported and students are familiar with our campus and learning environments before applying.  UCOL-Te Pῡkenga ongoing visits to schools and Information sharing events are well supported alongside Tertiary Secondary staff. |
| Student Enrolment Advisors will be tasked with account management of their captured and recorded enquiries directly contributing to the team conversion rate.  Programme enquiries are recorded in Pataka CRM and follow-up processes are initiated. Overall Team enquiry to the application conversion rate of 50% is maintained | All enquiries and follow-ups are tracked and recorded in Pataka CRM.  Follow-up procedures and driven communication responses promote UCOL-Te Pῡkenga options and drive conversion rates. |
| Knowledge and understanding of the principles of the Treaty of Waitangi are demonstrated through each interaction | Sound knowledge and understanding of the principles of the Treaty of Waitangi are evidenced in practice and through outstanding service. |

## Key Performance Indicator (KPI) 5 - Health and Safety:

As an employee, under the Health & Safety at Work Act 2015, you are deemed to be a “Worker” and are responsible for the practical implementation of the systems and processes established to protect your health, safety and well-being while not endangering others. As an employee of UCOL, employees must ensure that they comply with UCOL’s Health and Safety Policies, Procedures, and any Standard Operating Procedures along with any relevant Legislation or Industry Standards, which apply to the delivery of their tasks or are required by their Faculty or Department.

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| **What will I be doing?** | **How will I know I am doing it well?** |
| Undertake your work safely and do not participate in activities that may place yourself and others in danger or at risk. | Nothing that the incumbent does or doesn’t do results in others being put in danger or risk or harmed. |
| Comply with all health and safety information, instruction, training, and supervision. | You actively participate in any health and safety training appropriate to the role, and will at all times comply with health and safety policies, procedures and standards. |
| Report any health and safety hazards, incidents, and near misses accurately and promptly to your Line Manager and enter them into the electronic health and safety management system (Vault). | All health and safety hazards, incidents, and near misses are required to be entered into the health and safety management system immediately.  If this cannot be done immediately, it must be done as soon as practicable after the hazard, incident, or near miss occurred.  Serious incidents and hazards should also be reported immediately to the Line Manager and verbally to your Senior Manager and entered into the health and safety management system. |
| Comply with all requirements of return to work or rehabilitation plans. | You will comply with all of the requirements of a return to work or rehabilitation plan to ensure that they return to work in a sensible, healthy, and safe way. |
| Report any faults or issues relating to health and safety into the Vault, Health & Safety Management system and ensure that your Line Manager is kept fully informed of any issues. | Any faults or issues relating to health and safety need to be reported to your Line Manager and/or to the Health and Safety team immediately.  If this cannot be done immediately, it must be done as soon as practicable after becoming aware of the fault or issues. |

*To be successful we need to work as a team, so the responsibilities set out in this job description are not exhaustive.  As a result, after mutual agreement, we may require you to undertake other reasonable tasks as required, which are within the ability of the jobholder.*

# Core Competencies

## Tangata Tiriti – how we embrace culture

* **Engagement** - establish and maintain effective professional relationships focussed on the learning and well-being of our ākonga and staff, demonstrate commitment to ongoing professional learning and development of the personal professional practice by engaging in He Kākano Rua (UCOL’s Cultural Competency Framework).
* **Enlightenment** - continue to develop an understanding of Te Tiriti o Waitangi / the Treaty of Waitangi and continue to develop knowledge of Tikanga Māori and the appropriate usage and accurate pronunciation of te Reo Māori.
* **Empowerment** – demonstrate commitment to bicultural partnership in Aotearoa New Zealand, and works effectively within the bicultural context of UCOL.

*Please note, the list below is a condensed version of the behaviours and practices; for descriptors of each behaviour, please refer to ‘Staff Competencies’ on our website or the Teams Portal.*

## Professional behaviours – how we behave at work

* Dependable/compliant
* Resilience
* Flexibility
* Risk Conscious/zero harm attitude
* Self-insight
* High Emotional intelligence
* Shows initiative
* Ethics and Integrity
* Personal responsibility

## Work practice – how we achieve results.

* Achievement
* Mental Power
* Critical Thinking
* Logical Reasoning
* Numerical Reasoning
* Results focus
* Digital competence / IT literacy
* Information
* Communication
* Innovative
* Safety
* Problem-solving

## Relationships – how we work together.

* Communication
* Verbal Reasoning
* Teamwork
* Negotiation/ Conflict management
* Building relationships
* Strategic agility
* Values diversity
* Collaboration
* Keeps student focus

# Customer & Business Support Competencies

* **Customer Focus** - motivated by exceeding customer expectations. Understands the customer perspective and uses it to guide decision-making for quality service outcomes. Anticipates needs of all customers including students and stakeholders. Demonstrates professional standards and behaviours that deliver superior outcomes.
* **Negotiation skills** – able to approach differences with confidence, ensuring that personal and professional relationships remain strong.
* **Relationship management**-- maintains relationships with key stakeholders by connecting and collaborating with them. Presents a cheerful, positive manner, treating others equally.
* **Ethics and integrity**- respects and maintains confidentiality. Avoids situations and actions considered inappropriate or that present a conflict of interest.

# Qualifications and/or Skills

* Diploma Level 5 Business-related tertiary qualification, or similar
* 2 years experience working in customer service, sales, or marketing role

# Personal Characteristics/Attributes

* A professional and customer-focused approach to work is essential.
* An intermediate level of business knowledge and experience is expected.
* A high level of service delivery knowledge.
* A high level of proficiency in desktop systems e.g. Microsoft suite specifically Microsoft Excel.
* A background in work covering the use of databases used for the management of information.
* An understanding of the tertiary sector and/or large to medium organisations would be an advantage.

# Other Requirements

* Must have a full driver’s licence.
* Pre-employment Criminal Convictions Check
* Clean from the influences of drugs and alcohol in the workplace at all times.

*We aim for a “can-do!” attitude where we help one another and UCOL.  For that reason, you will need to be open to reasonable changes in your duties and responsibilities and this job profile being updated from time to time, after mutual agreement, as we adapt to change and keep striving to deliver all that we can for our students.*