

**JOB DESCRIPTION**

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| **Job Title** | **Applicant Engagement Adviser** |
| **Service** | **External Relations Directorate** |
| **Grade** | **D** |
| **Location and Hybrid working status** | **Docklands Campus** |
| **Reporting to** | **Applicant Engagement Manager** |
| **Line management for** | **Interim call campaign staff** |
| **Key working relationship** | **Staff and Students** |
| **Contract type/ Hours** | **Maternity Cover for 9 months**  **Full Time** |

Build your career, follow your passion, be inspired by our environment of success

**#BeTheChange**

**THE UNIVERSITY OF EAST LONDON**

If you are seeking a career that combines innovative education with a passion for crafting positive change, look no further than the University of East London. Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we’re now in Year 5 of our ground-breaking [10-year Vision 2028 strategic plan](https://www.uel.ac.uk/about/vision-2028), orchestrated by our Vice-Chancellor and President, Professor Amanda Broderick.

Our goal is to advance industry 5.0 careers-first education and provide a clear path to the jobs and opportunities of the future. We are committed to driving diversity in the 5.0 talent pipeline, working in partnership to promote talent wherever it is found and creating a sustainable, inclusive, and green future.

But we can't achieve this goal alone. We need forward-thinking, innovative, and curious individuals like you to join our community and help us shape the future. As part of our team, you'll have the opportunity to work with a diverse range of people who share your passion for generating positive change. We’re an inclusive and welcoming community that is constantly moving forward, never satisfied with the status quo.

If you're ready to join a team that values your outstanding skills and perspectives and is dedicated to making a difference, we invite you to explore a career with us. We are excited to welcome versatile individuals who are committed to advancing their careers while making a positive impact on the world.

**BRIEF OVERVIEW OF EXTERNAL RELATIONS DIRECTORATE**

We have built an external relations directorate that has brought together an integrated Communications & Engagement and Student Recruitment & Marketing service. The directorate is made up of several teams including Communications & Engagement, Marketing, Recruitment and Conversion, Outreach and Access, Design and Digital, Events and Advancement and the International Office. We are looking for team members who will be part of embedding an innovative practice to our external relations directorate and enjoy working in an agile environment as we work towards a culture of the ‘continuous new’.

**JOB PURPOSE**

Our Applicant Engagement team are responsible for delivery an excellent standard of customer service to all enquirers, prospective students and offer holders, with a focus on providing a warm, positive and supportive approach, ultimately driving the recruitment pipeline for UEL. The Applicant Engagement Adviser will act as a first point of contact on a range of queries, ranging from applying to UEL, our course portfolio, and engagement events. The role holder will make use of all communications channels (phone, live chat, email, face-to-face) to support prospective students through their journey, providing prompt positive resolutions, and ensuring that our audiences are equipped with the appropriate information and advice relative to their stage in our pipeline. They will deliver a positive impression of UEL though all interactions. The role holder will also progress our pipeline through proactive outbound activity, ranging from call campaigns to peer-to-peer engagement.

**KEY DUTIES AND RESPONSIBILITIES**

\*Aim to list approximately 8 bullet points which should provide candidates with a sense of the main duties they will

be required to undertake. \*

\*Ensure you use clear straight forward language -avoid jargons\*.

\*Focus on the key areas, do not be tempted to include to many duties and activities\*

* Handling front line enquiries from prospective students and advisers via telephone, email and online chat providing great customer service and ensuring that all contact serves to maximise applications, event booking and conversion.
* Providing the first-class customer service, advice and guidance required by prospective students from the first point of enquiry until point of confirmation, ensuring prospective students feel actively engaged with UEL.
* Supporting individual applicants in their programme choices, alternatives and next steps in their admissions processes, across all study pathways.
* Providing excellent advice and resolution to a range of application-related queries, with a view to prompt support and movement through our pipeline.
* Support the delivery of an outbound customer service and conversion programme for prospective students including contributing to a significant call operation personally and through the supervision of student call centres.
* Liaise with relevant internal UEL stakeholders (in particular, professional service departments) to share information and build a knowledge of relevant UEL key messaging to share with customers.
* Attending and providing advice during main University recruitment events, both internal and external and online/in-person, and activities aimed at prospective students (Open Days, Postgraduate Open Evenings, UCAS Fairs, Offer Holder Days).
* Supporting the growth of our digital engagement, across a range of platforms including Live Chat, The Student, Uni Compare and Unibuddy, facilitating opportunities for customers to interact live.
* Supporting the delivery of digital content to ensure prospective students and applicants can self-serve information to support their decision making.
* Contribute to and support call scripting, HTML template production, direct mail, web chat, webinars, social media, face-to-face meetings and bulk SMS messaging to deliver a successful multi-channel marketing strategy.
* Conducting proactive follow-up referrals and resolutions, ensuring that cases are fully actioned and closed.
* Supporting the day-to-day supervision of temporary staff for campaign activity.
* Keeping up to date with core UEL key selling points, admissions processes and qualifications for entrance into Higher Education.
* Support the training and supervision of student ambassadors and temporary staff working on the annual Clearing hotline.
* Follow and ensure compliance with quality assurance standards, UEL policies and procedures, the Data Protection Act and other legislation and recognised best practice.
* Other duties that may be seen as being within the scope of this position

The duties and responsibilities outlined above provide a general overview of the range of tasks that an **Applicant Engagement Adviser** at the University of East London may be required to perform. Please note that this job description is not exhaustive, and additional tasks aligned with the role's grade may be assigned as needed.

The job description may also be updated to reflect changes in circumstances, and employees will be consulted if any amendments are required.

**All employees must adhere to all UEL policies and regulations, demonstrating a commitment to equal opportunities within a diverse and multicultural environment. Employees are also expected to actively contribute to building and maintaining a positive reputation for UEL in all their professional activities.**

**PERSON SPECIFICATION**

The University's Core [Values](https://www.uel.ac.uk/about/governance/ethical-framework) are **Passion, Inclusion, Courage**, and they are at the root of everything we do and everyone in our community is expected to demonstrate them.

The table below outlines the essential and desirable criteria required to perform the role effectively. Candidates will be shortlisted based on how closely they meet these criteria.

|  |  |  |  |
| --- | --- | --- | --- |
| Education and Qualifications | Essential | Desirable | Criteria assessed by |
| * A degree, higher degree and/or professional qualification in, and/or substantial practical knowledge of, marketing, customer relationship management, customer service, or related discipline |  |  | A |
| Experience/Knowledge |  |  |  |
| * Experience delivering customer service in a fast-paced environment, either client or agency side, preferable gained within Higher Education |  |  | A/I/P |
| * Experience of working in a pressurised environment, handling conflicts and challenging customers, with a focus on case resolution |  |  | A/I |
| * Experience of successfully supervising and training teams to deliver excellent customer service in a high process environment, ideally working with customers in multiple countries |  |  | A/I |
| * Detailed understanding of our target audience needs and expectations |  |  | P |
| Skills/Abilities |  |  |  |
| * Excellent written and oral communication skills combined with a friendly personality, including the ability to negotiate and adjusts information that needs careful explanation or interpretation to suit the needs of different audiences including prospective students, support colleagues, academic staff, parents and University partners. |  |  | A/I/P |
| * Excellent presentation skills and a commitment to providing exemplary customer service (speedy, efficient and high quality) |  |  | A/I/P |
| * Ability to balance work in a highly collaborative environment with various stakeholders, whilst also comfortable to work from own initiative on day-to-day tasks and Team projects. |  |  | A/I |
| * Strong project management skills |  |  | A/I |
| * Expert in the use of CRM systems (preferably Microsoft Dynamics), Marketing Automation Systems, Web Analytics and Microsoft Office (Word, Excel, Outlook, PowerPoint) |  |  | A/I |
| * Digitally focused and confident in using new/emerging technologies with experience of utilising new platforms to enhance business operations and discover new ways of working. |  |  | A/I |
| * Understanding of UCAS and other admissions systems |  |  | (A/I) |
| * Knowledge of UK HE system, entry requirements, related policies and procedures |  |  | (A/I) |
| * Knowledge of UK Student Finance system, policies and procedures |  |  | (A/I) |

Criteria assessed by Key:

A = Application form/CV C = Certification I = Interview P = Presentation task Other Activity = (please specify e.g

Micro teaching, test etc.)

**Further Information:**

UEL is an inclusive equal opportunities employer and are proud of our Equality, Diversity and Inclusivity achievements. We expect all employees of UEL to accept our EDI policy and will not tolerate discrimination in any form. As an employee of UEL, we expect you to follow all relevant Health & Safety policies.

We're a disability confident employer and value all applications. Please let us know if you require any reasonable accommodations throughout the recruitment process.