

Role Profile
Ref no:

Job Title	Course Consultant (Sales)		
Directorate or Region	EA	Department/Country	Indonesia
Location of post	Medan Indonesia	Pay Band	H
Reports to	Centre Manager	Duration of job	1 year Fixed Term (renewable)

Purpose of job:

The main duty of a Sales & Customer Management Executive is to ensure a high quality, welcoming and efficient integrated customer service experience across all Yayasan Dewan Inggris Indonesia (British Council Foundation Indonesia) English language services (teaching, teacher training and assessment) within its first open access public centre in Medan, North Sumatra.

To act as an ambassador for the British Council Indonesia Foundation and provide top quality services to all new and existing customers, meeting all KPIs and delivering Sales & Customer Management targets to achieve business targets (financial and non-financial) and objectives.

Context and environment:

In 2013 the British Council established Yayasan Dewan Inggris Indonesia (British Council Indonesia Foundation) to deliver the British Council's globally recognised English teaching and examination services and provide opportunities for the people of Indonesia to access the highest quality UK education.

The first open access centre, which will deliver courses for children 7-18 and teacher training to Indonesian teachers, will soft launch in April 2014 and teaching will begin in June. Our customers will have opportunities to engage with us face-to-face, online, through email and via the phone.

Accountabilities, responsibilities and main duties:
Targets

- to meet and exceed sales and customer management targets as set out by the organisation

Sales

1. Via telephone
 - to answer all telephone sales enquiries professionally with the purpose of generating excitement and interest in our products and driving the customers to visit the centre for a face-to-face consultation
2. Via email
 - to reply all email sales enquiries professionally with the purpose of generating excitement and interest in our products and driving the customers to visit the centre for a face-to-face consultation
3. Via face-to-face consultation
 - to provide face-to-face consultations to all customers in the centre by finding out their needs, issues and concerns and recommending a course that best suit them

Sales & Marketing Support

- to provide participate and/or provide sales support in all sales and marketing events (in or out of the centre) with the purpose of creating awareness and generating leads for the centre

Customer Management

- to provide an exceptional level of customer service to all existing customers to ensure that all their needs and requests are taken care of
- to handle all 1st and 2nd level complaints/feedback

Maintenance of front of house

- to ensure that marketing and PR collateral is properly displayed and well stocked
- to monitor equipment and furniture in FOH area to ensure in good working order/condition

Teaching Centre placement tests

- Post holder is able to book a level test and enter details in Pepi System accurately.
- All level test candidates are given clear and accurate information about placement test function, procedures and timing.
- All level testing sessions are supervised and organised efficiently and courteously and candidates are helped proactively.

Registration of new customers for Teaching Centre and Exams

- to ensure that all new customers are registered accurately
- to ensure that all records are updated and maintained accurately

Re registration of existing customers for Teaching Centre

- to ensure that all existing customers (in the case of Younger Learners – their parents) are informed of re-registration periods in writing, telephone calls and class visits in a timely manner.
- to make follow up telephone calls to existing customers with the purpose of encouraging them to re-register.
- Waiting list records are regularly updated and maintained

Administration & Finance

- to register/reserve/waitlist students in appropriate classes and details are entered on Pepi System accurately.
- to receive examination applications fully checking with information recorded before customer leaves.
- to handle cash desk in Pepi system and payments received for course/placement test/examination registration and other products/services.

Data collection and reporting

- to ensure that all databases and reports are updated and recorded in timely, accurate manner

Others

- any other duties as assigned by the line manager

Other Responsibilities and main duties

As part of the wider Sales and Customer Services team serving both new and existing customers you will be required to support and assist your colleagues from time to time in tasks that ensure the smooth running of the Centre. This might include registering students, participation at Open Days, Parent Events, Seminars, Evening Receptions and Examination Promotions, for example.

Key relationships: (include internal and external)

External : Customers, Visitors, Young learner students, Adult students, Parents

Internal : Teaching Centre & Examinations Managers, MarComms, Senior Teachers, Teaching Resources, Facilities, Finance, IT

Other important features or requirements of the job

(e.g. travel, unsocial/evening hours, restrictions on employment etc)

We are open to the public on Mondays to Fridays 13:30 pm – 21:30 pm and on Saturdays/Sundays from 8:00 am-19:00 pm

The successful candidate will work a 5-day week on a shift system from Monday to Sunday. Evening and weekend working is required on a regular basis.

Please specify any passport/visa and/or nationality requirement.

Indonesian national

Please indicate if any security or legal checks are required for this role.

Local police background check

Person Specification

	Essential	Desirable	Assessment stage
Behaviours	<p><u>Making it happen</u> Establishing a genuinely common goal with others (More demanding)</p> <p><u>Working together</u> Establishing a genuinely common goal with others (Essential)</p> <p><u>Being accountable</u> Delivering my best work in order to meet my commitments (More demanding)</p> <p><u>Connecting with others</u> Making regular opportunities to understand others better (Essential)</p> <p><u>Shaping the future</u> Looking for ways in which we can do things better (Essential)</p> <p><u>Creating shared purpose</u> Making regular opportunities to understand others better (Essential)</p>		<p>Application & interview</p> <p>Application & interview</p> <p>Application & interview</p> <p>Application</p> <p>Not assessed at recruitment stage</p> <p>Not assessed at recruitment stage</p>
Skills and Knowledge	<ul style="list-style-type: none"> • Excellent written and oral communication skills in English and Bahasa Indonesia • Sales techniques • Competent IT skills 		Short listing and/or Interview
Experience	Previous experience of working in a sales environment (2-3 years)		Application, interview, references
Qualifications			Short listing and/or interview

Submitted by	Tim Moore	Date	06/02/2015
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