

Enquiry Management Administrator



Role Description

GRADE

Grade 3

LOCATION

Sighthill, Edinburgh

LINE MANAGER

Enquiry Management
Team Leader

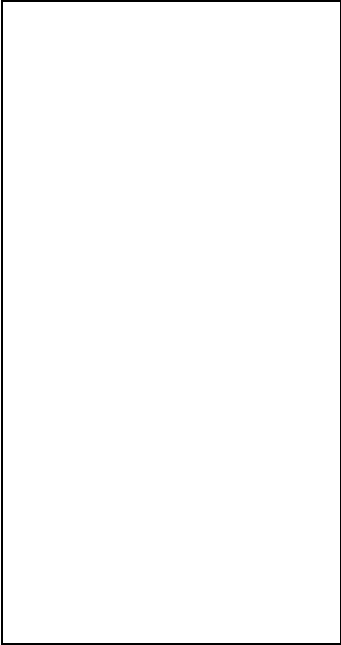
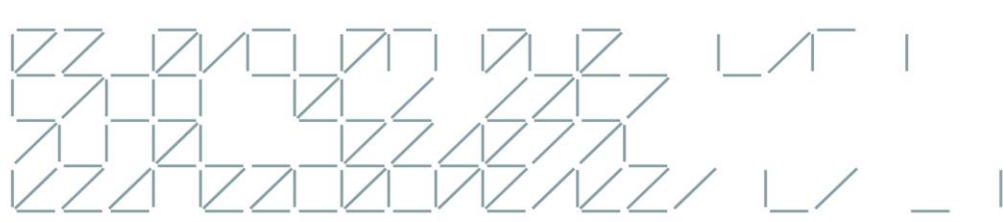
Role Summary

Based within the wider International Operations and Student Recruitment team, the Enquirer and Applicant Experience team undertakes work that is key to supporting the achievement of the university's student recruitment targets. The team has strategic oversight of the systems used through the applicant journey (e.g. CRM, data capture, peer-to-peer chat) as well responsibility for ensuring fantastic customer experience at all stages of enquiry and application. This includes:

Enquiry Management – a centralised team that receives and resolves enquiries from prospective students and their supporters at all points of the applicant journey, seeking to progress enquirers to the next stage at all times.

Conversion – segmented and targeted outbound multi-channel communications to leads, applicants and offer-holders to continuously improve the applicant experience and conversion rates at all stages of the journey.

The Enquiry Management Administrator will support the Enquiry Management function, utilising the team's on-line system (Dynamics 365 CRM) and telephone to communicate with the University's key audiences. This role will primarily involve assisting undergraduate and postgraduate enquirers and their supporters in the University's application and admissions



processes. The work of this team is central to Edinburgh Napier's student recruitment activity, through progressing enquirers to the next stage of their journey where possible.

Line Management Responsibility for:

This role does not have any line management responsibilities currently.

Main Duties and Responsibilities

- Provide an excellent level of customer service to all enquirers and applicants who access our service by telephone, e-mail or through the web, and where appropriate to suggest ways to continuously improve service delivery.
- Ensure all enquiries are handled accurately and quickly, at the first point of contact whenever possible to minimise onward referral.
- Work closely with colleagues to build and develop enquiry response templates and add value by identifying University achievements, rankings and current topical USPs from subject areas across the University.
- Communicate directly with audiences from a wide range of backgrounds and for a wide variety of enquiry types, providing detailed, up-to-date and accurate information about studying at Edinburgh Napier University.
- Embrace and support the introduction of new enquiry management technology such as live chat and undertake training as required.
- Provide assistance relating to enquiry management to academic and administrative staff, working closely with colleagues to ensure effective communication.
- Promote events, online chats and webinars to prospective students within enquiry responses.
- Work alongside colleagues to support testing prior to Dynamics 365 CRM system upgrades to ensure minimal impact on enquiry management processes.
- Support the delivery of the University's core on-campus recruitment events including University Open Days, and other internal ad-hoc events.
- Participate in International Operations and Student Recruitment's annual Clearing operation to deliver an efficient and customer focussed service to a high volume of enquirers. Including call handling and processing of web enquiries from prospects looking to secure a place at the University through Clearing.
- Participate in team meetings and relevant meetings with colleagues in other services to support recruitment and conversion activities e.g. Admissions, CRM Users Group.
- Contribute to the overall operations of International Operations and Student Recruitment by participating in committees, working groups and project teams as appropriate.
- Undertake any other duties as may reasonably be required by the Enquiry Management Team Leader, Enquirer and Applicant Experience Manager or Director of Student Recruitment and International.
- Work in line with the University's Values Statement which sets out to ensure that the University will be recognised as one which is professional, ambitious, innovative and inclusive. That in our dealings with others we will act with respect and integrity and that we will create an environment in which everyone involved with the university feels proud, confident, challenged and supported.
- Role model the University's values & behaviours.
- Be responsible for ensuring that the information and records processed (received, created, used, stored, destroyed) on behalf of the University are managed in compliance with all applicable legislation, codes and policies e.g. [Data Protection](#), [Information Security](#) and [Records Management](#).



PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Education / Qualifications		
• HNC or three Highers or equivalent experience.	✓	
• HND/Degree		✓
Skills / Experience		
• Experience in a customer service environment to include telephone and web/email enquiry handling from a diverse audience.	✓	
• Experience of working with a range of people from different backgrounds and at different levels.	✓	
• Excellent customer service skills with good attention to detail and accuracy.	✓	
• Excellent written English communication and proofreading skills.	✓	
• Good oral communication skills and comfortable handling phone calls.	✓	
• Ability to work well in a team and develop effective working relationships.	✓	
• Creative thinker and self-motivating, with the ability to use initiative.	✓	
• Proactive, positive and collaborative approach to working with a wide range of colleagues.	✓	
• Customer focussed with lively, collaborative and committed approach to work.	✓	
• Confident IT user, including Microsoft Office.	✓	
• Willingness to work flexible hours on occasion, for example evening/weekend work to support busy periods and University recruitment events.	✓	
• Experience within the higher education/further education sector.		✓
• Experience of using a Customer Relationship Management (CRM) database.		✓
• Well-developed understanding of the needs of different client groups.		✓



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- Ability to identify how improvements can be made to service delivery.
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