



# Job description

## Enrolment Services Counsellor

March 2021

### Company context

#### INTO's mission:

*Through innovative partnerships with leading universities we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.*

Across the world, there is increasing demand for top quality higher education, with more and more students demanding access to provision beyond their home country. INTO partners with universities in three continents to address this global demand and help transform their international capacity and performance. Since 2006, we have successfully launched partnerships with 22 universities in Europe, North America and Asia. We have enrolled over 67,000 students from 166 countries and now have about 1700 employees, based round the world.

Our website <http://www.intoglobal.com/> has details of how we are organised and our outstanding achievements so far.

### Role context

As part of INTO's Enrolment Services team, based in Brighton, you will play a pivotal role in assisting prospective students from around the world to study a course at our INTO Centres. Delivering high quality, professional and precise customer service throughout is of paramount importance.

### Reporting line

The role reports to the Enrolment Services Manager.

### Job purpose

The duties of the role include counselling students about their study options and the application process - ensuring they have all the information in order to make informed decisions about their academic journey. To maximise the successful entry into our partner universities, you'll be expected to understand the student's qualifications, advise on possible study options and meet agreed timescales to achieve recruitment targets. Interest in higher education, attention to detail and working under minimal supervision are essential.

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## Key accountabilities and duties

Role and responsibilities

### Offer conversion

- Students who the Lead nurturing team have assisted in obtaining an offer will be dealt with here.
- Using persuasive selling techniques, and appropriate use of marketing and sales tools, such as scholarships and discounts to encourage students to confirm their offer.
- You will liaise with our Regional Office team to understand market initiatives and advise on issues and intelligence gathered.

Staff may transition between functional areas based on business needs. Collectively the team will:

- Counsel students and offer advice and support to potential applicants on entry requirements, the admissions process, visa requirements and progression opportunities with an absolute commitment to meeting strict response deadlines.
- Outstanding attention to detail and responsibility for the quality of data entered on all systems.
- Ensure that pre-defined recruitment targets are met, and if circumstances mean that these risks becoming unachievable, articulate this and provide suggestions for remedial action in a timely manner.
- Evaluate and respond to student enquiries and applications via a variety of channels – both written and spoken - within agreed timescales.
- Assess suitability for academic enrolment against the agreed academic criteria of the University partner with the support of the Enrolment Services Manager and Director (Enrolment Services).
- Optimise student conversion rates from enquiries through to enrolment by maintaining good relationship management with key stakeholders – including students, agents, parent, sponsors and regional office staff.
- Maintain regular communication and reporting to University partners and to attend training and staff development as required.
- Understand current immigration legislation and provide accurate information to students regarding the visa process in order to minimise visa refusal rates.
- Contribute to the development of relevant processes and systems.
- Assist with the training and development of new Enrolment Services staff.
- Build effective working relationships with customers, plus INTO colleagues including admissions, sales and marketing teams in the UK, US and abroad.
- If a language speaker, assist colleagues and students by communicating in local language as required.

**The job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request. We reserve the right to introduce**

**changes in line with technological developments which may impact upon your job duties or methods of working.**

## **Location**

The post is based in Brighton. Travel within the UK and abroad may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or partner location at any time.

## **Safeguarding**

As part of our safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

**This role may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, all applicants who are offered employment will be subject to a Disclosure and Barring Serviced check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.**

Please see the next page for person specification...

## Person specification

	Essential	Desirable
<b>Legal status</b>	<ul style="list-style-type: none"> <li>Eligibility to work and travel freely to and from UK.</li> </ul>	
<b>Education/ qualifications</b>	<ul style="list-style-type: none"> <li>Undergraduate degree or equivalent.</li> </ul>	<ul style="list-style-type: none"> <li>Relevant linguistic skills.</li> </ul>
<b>Experience/skills</b>	<ul style="list-style-type: none"> <li>Experience of working in a busy sales target driven environment; delivering high levels of customer service.</li> <li>Ability to communicate clearly and effectively, build and manage relationships with peers, senior managers, University stakeholders, parents and students from a range of linguistic, ethnic and cultural backgrounds.</li> <li>Excellent command of written and spoken English.</li> <li>Extremely high attention to detail and data accuracy.</li> <li>Knowledge of key Microsoft packages (Excel, Word, PowerPoint).</li> <li>The ability to prioritise, meet deadlines and work under pressure.</li> <li>Flexibility and willingness to undertake and learn new tasks and ways of working.</li> </ul>	<ul style="list-style-type: none"> <li>Have an experience of the higher education and English language market, in particular with reference to the UK or US</li> <li>An interest in other nationalities and cultures.</li> <li>Understanding of international student needs.</li> <li>Experience of working in student admissions or student services.</li> <li>Experience of dealing with challenging customers and stakeholders.</li> <li>Use of Salesforce, SITS or another similar database.</li> <li>An understanding of UK and/or US immigration and compliance.</li> </ul>