

## Role Title

**Customer Management Executive Team Leader**

## Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Sales and Customer Management	H	Seoul, Korea	1 year (renewable thereafter)	Branch Manager

## Role purpose

- To lead a team to secure excellent sales results whilst ensuring a high quality customer experience in handling enquiries about our English language services.
- To lead on Child Protection and Health and Safety for young learners(YL) in South Korea.
- To act as British Council's ambassador and provide top quality services to all customers meeting all KPIs and deliver Sales & Customer Relations services in order to enable the Council to meet its sales targets.

## About us

The British Council is the UK's international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

## Geopolitical/SBU/Function overview:

There is a huge demand for English in Korea. Our target audiences see English as a way of improving their lives through both social and economic advancement. The British Council is constantly looking at ways to reach more learners and meet their needs by adapting our services in response to their changing lifestyles and preferences.

British Council Korea currently operates in six locations in Seoul; City Hall, Euljiro, Mokdong, Seocho, Gangnam and Jamsil. We are one of the biggest among the global network with thousands of adult and young learner students at any one time and there are almost 17,000 candidates registering for IELTS examinations. Our customers engage with us face-to-face, online, through email and via the phone, and as a result we have a large Sales & Customer Management team to ensure efficient level of services.

## Main opportunities/challenges for this role:

- To lead on the design, development, implementation and evaluation of the centre's young learners programme and services
- To provide on-going support of young learner courses
- To contribute to and implement Korea Teaching Centre strategy and objectives in order to meet young learner income and impact targets and enhance British Council's reputation in Korea
- To ensure customer satisfaction targets are met or exceeded

## Main Accountabilities:

### 1. Sales & Customer Management (40%)

#### New registration and Re-registration of students for Teaching centre sales

- Be accountable for monthly sales and re-registration rate targets and monitor class fill
- Close the sale, maximising enrolment and protecting target achievement
- Be accountable for refund requests of sales made and minimize the refunds
- Proactively present accurate and relevant SPs and USPs on services offered by British Council Korea
- Be the Single Point of Contact (SPOC) for prospects, guiding them through the journey from first enquiry to final sale
- Maximise opportunities for cross selling and up selling
- Register/waitlist students in appropriate classes and details are entered on Pepi/CRM System accurately
- Follow up on customers who book placement tests but do not turn up, and customers who test but do not place

#### Customer face-to-face duties

- Provide face-to-face consultations to all customers in the centre by finding out their needs, issues and concerns in a warm, professional manner
- Be the first point of contact at Front of House (FOH) for refund request and resolve all complaints/feedback
- Ensure that all records are updated and maintained accurately in a timely manner from time to time
- Handle cash desk accurately in the system and payments received correctly for course/placement test registration and other products/services
- Distribute promotion materials to customers

#### Other Customer Liaison and follow up

- Revisit lapsed students via phone to reintroduce them to our products (warm calling)
- Conduct phone based surveys from time to time on why students did not register with us or return to us.
- Follow up with existing students on incidents e.g. absent / movement and cancellation or failing students
- Arrange and support meetings with teachers and translation
- 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.
- Provide post-sales customer management support to all Teaching Centre students as required from time to time in a professional manner meeting Council KPIs

#### Telephone & Email Enquiries

- Maximise conversion rates of enquiries to sales figures by communicating features and benefits of BC offers, convincing and persuading prospects to enroll
- Handle enquires from new and existing students meeting British Council standards

### **Plan and organise YL activities and service**

- Contribute to planning, monitoring and reporting of targets for YL programme with a YL Branch Manager
- Work closely with YL senior manager and operation manager
- Organize all YL related issues(Reading challenge, parents workshop, open class, open days, change of policy, etc.)
- Handle all Young Learners complaints and suggestions. Serious complaints will be supported by YL branch manager and YL senior teacher
- Support teacher when they give a comment slip (level, students' behaviour and progress, etc.)
- Collect and analysis of market intelligence and actively participate with marketing team

## **2. Support Duties (30%)**

### **Product Knowledge**

- Acquire and maintain an excellent level of product knowledge at all times. Liaison and training via product owners will be a necessary part of this with a proactive approach required at all times. Observation of classes and 'hands on' experience of the products is required.

### **Offer Knowledge**

- Acquire and maintain an excellent level of pricing, discounting and offer/package knowledge at all times in order to be able to counsel and guide students in their study pathways. Liaison and training via sales and business managers will be required. A proactive approach, including input and feedback from frontline customer experience is expected.
- Acquire and maintain an excellent level of pricing, discounting and offer/package knowledge of competitors to include mystery shopping exercises to gather market intelligence.

### **Other duties**

- Do administrative duties in support of the team's operation or any other duties as assigned by the line manager
- Attend at regular professional development, training and skills programmes as required
- Engage fully with the performance management programme
- Monitor equipment and furniture in FOH area to ensure in good working order/condition and stationary stock check in all classroom
- Ensure that all databases and reports are updated and recorded in timely, accurate manner

## **3. Leadership & Line Management (20%)**

- Lead and support the team in achieving sales objectives
- Line manage up to 3 members of Customer Management Team(YL)
- Assist with recruitment, induction & training of customer management executives
- Deliver and share the plans/information with relevant team members
- Co-ordinate placement testing

## **4. Project Work (10%)**

- Participate in projects as agreed in Performance Agreement

### ***Other Responsibilities and Main Duties***

As part of the wider Sales and Customer Management 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 Teaching Centre. This might include registering students, participation at Open Days, Parent Events, Seminars, Evening Receptions and Offsite Branch and Examination Promotions, for example.

## **Key Relationships:**

**Internal**

Branch Managers, Academic Managers, Customer Management Executive, Teaching Centre Marketing, Teachers, Teaching Centre Resources (Finance, IT and HR)

**External**

Customers, Visitors, Vendors, Young learner students, Parents

**Role Requirements:**

Threshold requirements:		Assessment stage
<b>Passport requirements/ Right to work in country</b>	You must have the right to live and work in the country in which the role is based.	Shortlisting
<b>Direct contact or managing staff working with children?</b>	Yes	Shortlisting and Interview
<b>Notes</b>	<p>We are open to the public on Mondays to Fridays 11:00 – 20:00 and on Saturdays/Sundays from 09:00 – 19:00.</p> <p>The successful candidate will work a five-day week on a shift system from Monday to Sunday. Evening and weekend working is required on a regular basis.</p>	
Person Specification:		Assessment stage
Language requirements (DELETE IF NOT APPROPRIATE)		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>Written and oral communications skills in English (IELTS level 6.0 equivalent)</li> <li>Fluent in Korean</li> </ul>		Shortlisting and Interview
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>University degree</li> </ul>		Shortlisting
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>Minimum of 2 years' Young Learners pedagogical knowledge and experience of Primary/Secondary Education of customer service/sales</li> </ul>	<ul style="list-style-type: none"> <li>Experience of Young Learners teaching is preferred</li> <li>Experience of working with children</li> <li>Experience of safe planning, organization and delivery of activities for children.</li> </ul>	Shortlisting and Interview

British Council Core Skills	Assessment Stage
<p><b><u>COMMUNICATING AND INFLUENCING: Relates communications to circumstances (Level 2)</u></b>            Displays good listening, writing and speaking skills, setting out logical arguments clearly and adapting language and form of communication to meet the needs of different people/audiences.</p> <p><b><u>MANAGING PEOPLE: Supervises a small team (Level 2)</u></b>            Supervises a small team of people doing similar jobs to deliver short term tasks to agreed quality and time standards.</p> <p><b><u>PLANNING AND ORGANISING: Plans ahead (Level 2)</u></b>            Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people.</p> <p><b><u>USING TECHNOLOGY: Operates as an advanced user (Level 2)</u></b>            Works as an advanced practitioner in the use of office software and/or British Council standard and social media platforms and trains or coaches others in their use.            Good MS office programme skills</p> <p><b><u>ANALYSING DATA AND PROBLEMS: Analyses patterns (Level 3)</u></b>            Seeks out and examines a range of information to identify patterns, trends and options, to solve multifaceted and complex problems.            To analyse TCMS (student management programme), CRM and other Teaching Centre data</p>	<p>Shortlisting and Interview</p>
British Council Behaviours	Assessment Stage
<p><b><u>Working Together (More demanding)</u></b>            Establishing a genuinely common goal with others</p> <p><b><u>Creating Shared Purpose (Essential)</u></b>            Making regular opportunities to understand others better</p> <p><b><u>Making it Happen (More demanding)</u></b>            Delivering excellent results, achieve challenging goals</p> <p><b><u>Being Accountable (Essential)</u></b>            Delivering my best work in order to meet my commitments</p> <p>Please note: the other behaviours below will not be assessed at interview. However, all behaviours will be used for performance management purposes.</p> <p><b><u>Connecting with others (More demanding)</u></b>            Making regular opportunities to understand others better</p> <p><b><u>Shaping the Future (Essential)</u></b>            Looking for ways in which we can do things better</p>	<p>Interview</p>
<b>Prepared by:</b>	<b>Date:</b>
YL Head of Sales and Customer Management	4 January 2018