

## Role Title

**Customer Management Assistant (CMA)**

## Role Information

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

## Role purpose

- To provide customer service to Adult learners during their studies with the British Council and support the sales team in achieving participation, lesson consumption and re-registration targets.
- To act as British Council's ambassador and provide top quality services to all customers meeting all British Council Key Performance Indicators (KPIs) and deliver exceptional level of customer service to enable the Council to meet its business 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:

### British Council in East Asia region

East Asia, with a population of around two billion people, is one of the most diverse and dynamic parts of the world, and is characterized by continuing economic growth. There is a strong demand for recognised education and English language skills, and an interest in many countries in exploring how creative, open and transparent societies can lead to greater prosperity.

We have operations in high-growth developing economies of China, Indonesia, Vietnam, Thailand, Malaysia, Philippines and Burma, and the major developed economies of Japan, South Korea, Hong Kong, Singapore, Taiwan, Australia and New Zealand. Our annual turnover across these 14 markets is more than £321 million and our employee population is approximately 2600. We have 18 country offices, each headed up by a Country Director, and supported by shared functions for human resources, finance and marketing which support all

businesses.

In this dynamically diversifying region and in the context of a changing Government funding environment, our challenge is to maintain and develop the UK's cultural, educational relationships and influence. Central to this is our commitment to supporting links between East Asia and the UK, and the development of strong bilateral relationships for the UK with countries in East Asia. We do this by connecting people at Government, institutional, community and individual level.

We are funded through a mix of Government grant and earned income, which enables us scale our impact and best serve our UK stakeholders and those we engage with. Our business model is to lead surplus generating business in English and our multi-million dollar Exams business, and growing self-sustaining and partnership-driven programmes in Education, Society and Arts fields. We are increasingly focused on generating maximum impact with our audiences with minimum draw on UK government funds. The balance of programmes, products and services that we offer, and the scale of businesses that we operate in each country, varies in response to the specific markets of this diverse region. Increasingly, we are working across countries and business fields, to maximise impact and the return on investment.

### **British Council in Korea**

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 6 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 Accountabilities:**

### **Customer Management (50%)**

#### ***Customer face to face duties***

- Open and close the centre
  - Greet all prospects in a warm, professional manner
- Handle new customers
  - welcome walk-in and support for their request
  - managing customer's visit for their placement test
  - making a confirmation call to the customers who booked/didn't turn up the placement test
- Handle existing customers
  - all the incoming calls for their enquires
  - library management and renting books
  - prompt and clear communication about any issues, suggestions complains and feedback from customers to SCM team, Academic team and other relevant staffs

#### ***Telephone and email enquires***

- Handle customers enquiries via phone
- Handle centre official e-mails

### **Administration Support (35%)**

- Manage inventories and classrooms of centre

- Manage booking and attendance of myClub, myClass orientation, demo lesson etc.
- Support course payment & customer document
- Manage OBS system; updating teacher change, room changes, and lesson cancellation and etc.
- Support SMS activities
- Provide support in researching and analysing customer behaviours and trends

#### **Temp Staff Management Support (10%)**

- Support Branch Manager in training and managing all temp staffs in respective centre
- Provide support to temp staffs in achieving customer satisfaction and objectives

#### **Others (5%)**

- To support requests or tasks from staffs and teachers

### **Support Duties**

#### **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 knowledge at all times. Liaison and training via sales and business managers will be required.

#### **Sales & Marketing Support**

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

#### **General duties**

- administrative duties in support of the Teaching Centre Business Support team's operation, as designated by managers
- attendance at regular professional development, training and skills programmes as required
- any other duties or project work as assigned by the line manager

#### **Systems**

Be proficient in using relevant systems, such as online booking system, Customer Management System, CRM and TCMS to ensure the smooth operation of the Teaching Centre.

#### ***Other Responsibilities and main duties:***

As part of the Teaching Centre Business Support team serving both internal and external 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 operations. These include registering students, participation at in house or off-site promotional events, etc.

### **Key Relationships:**

#### ***Internal***

Other team members of the Business Support Team, colleagues from the Sales & Customer Management Team, Marketing Team, Academic Team, IT

#### ***External***

Adult students, Customers, 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>	No	N/a
<b>Notes</b>	<p>We are open to the public on Mondays to Fridays 6:30 am – 10:00 pm and on Saturdays/Sundays from 10:00 - 6:00 pm.</p> <p>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.</p>	
Person Specification:		Assessment stage
Language requirements		
<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)</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>	<ul style="list-style-type: none"> <li>▪ English Language Teaching (ELT) experience or qualification</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>▪ At least 1 year customer service experience</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience in data analysis</li> <li>▪ Customer oriented mind</li> </ul>	Shortlisting
British Council Core Skills		<i>Assessment Stage</i>
<p><u>Communicating and Influencing (Level 2)</u> 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><u>Managing Accounts and Partnerships (Level 1)</u> Able to research business issues and contacts in stakeholder and potential partner organisations to support account management and business development.</p>		Shortlisting AND Interview

