

Role Title

Sales and Customer Management Officer, Pinklao Office

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Sale and Customer Management	3 (Grade J)	Pinklao	Indefinite	Branch Manager

Role purpose

- The main duty of a Sales & Customer Management Officer is to ensure a high quality, welcoming and efficient integrated customer service experience to all new and existing customers with the purpose of meeting/exceeding sales and customer management targets across all British Council services
- To provide marketing support in Pinklao and contribute to business growth
- To act as British Council's ambassador and provide top quality, welcoming and efficient integrated sales customer engagement experience to all new and existing customers and deliver Sales & Customer Management targets in order to enable the Council to meet its business targets and objectives.

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 Thailand is one of the biggest in the global network with thousands of adult and young learner students studying with us at any one. Our customers engage with us face-to-face, online, through email and via the phone. The main duty of the Sales and Customer Management Officer is to ensure a high quality, welcoming and efficient integrated customer service experience to all new and existing customers with the purpose of meeting/exceeding sales and customer management targets across all British Council services.

The business hour for Pinklao office is 11:30 to 21:00 from Monday, Wednesday to Friday and 8:30 to 20:30 from Saturday to Sunday. The post holder will work 8.5 hours per day (including 1-hour

lunch break) and a 5-day week on a shift system from Wednesday to Sunday. Evening (e.g. finish at 9:30pm) and weekend working is part of the rota. It may be necessary on occasions to cover for colleagues at other centres.

Main opportunities/challenges for this role:

- To perform all sales and customer management duties in a timely, accurate and professional manner
- To execute the sales and customer management plan as assigned
- To achieve and exceed agreed individual targets and KPIs
- To provide support to internal and external marketing activities

Main Accountabilities:

Sales

- To respond to all SCM related 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 and register to English Courses according to the British Council's standard
- To follow up leads as assigned and encourage customers to visit the centre for consultation services and registration and to provide report of leads follow-up.
- To provide professional consultations to all prospect/leads by identifying / building up their needs, handling objections and recommending a course that best suits them in order to close deal.
- To give suggestion on classes to be opened in each term to SCM supervisor to reflect mainstream of customers demands.
- To book level tests into system and ensure that 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.
- To ensure that all new customers are registered accurately and timely.
- To understand the reasons for PT taken and not-registered and identify solutions
- To ensure that waiting list records are regularly updated, followed up and maintained.
- To ensure that all records are updated and maintained accurately.

Customer management

- To provide an exceptional level of customer service and to engage with all potential and existing customers to ensure that all their needs and requests are taken care of.
- To handle level 1 complaints/feedback according to the "Complaint Management Policy".
- To follow up with existing students on incidents e.g. absent / movement and cancellation or failing students.
- To arrange, translate and support customers' meetings with Branch manager and teachers
- To screen/examine all credit and refund request before submitting the documents to supervisors
- To be the first point of contact at front of house for credit or refund request

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, in-house poster, telephone calls, SMS, line group and class visits in a timely manner.
- To make regular follow up telephone calls to existing customers during the term with the purpose of engaging customers, maintain positive customer relationship and encouraging them to re-register.
- To ensure that waiting list records are regularly updated, followed up and maintained.
- To contribute to the Branch hitting or exceeding re-registration targets.

Marketing Support

- To suggest/recommend marketing initiatives responding to local needs to drive sales.
- To closely work together with the Branch Manager implement marketing campaigns and activities for the English programmes in the center
- To closely work together with the Branch Manager to maintain relationships with business sector contacts, service vendors, media and internal stakeholders to achieve the efficiency and maximise effectiveness and opportunities for business and project development.
- To support the preparation for onsite and offsite events of sales and customer management
- to explore marketing opportunities and channels and to take part in the chosen events (e.g. road shows, educational fairs, open days and workshops)
- As per teaching center sales and promotion plan, to send SMS, line and email messages to prospects, students

For myClass students

- Proactively keep existing students informed and updated on their package expiry and/or lesson credits remaining for their course and advise on re-registration options
- Make follow up calls with myClass students between every 10 lessons.
- Ensure that students are managing their bookings and cancellations effectively
- Monitor the popularity of the class and provide feedback to relevant stakeholders

Data collection and reporting

- To ensure that all databases and reports are updated and recorded in timely, accurate manner meeting British Council guidelines.

Maintenance of front of house

- To ensure that marketing and PR collateral is properly displayed and well stocked.
- To monitor equipment and furniture in front of house area to ensure they are in a good working order/condition.

Others

- Any other teaching centre and SCM related duties as assigned by the Line Manager from time to time.

Key Relationships:

- **External:** customers, young learner students, adult students, parents.
- **Internal:** DELS, SCM team, Academic team, Marketing team, Facilities, Finance, IT and HR.

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	Right to work in Thailand	Shortlisting
Direct contact or managing staff working with children?	Yes	Interview
Person Specification:		Assessment stage
Language requirements		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
▪ Fluent in both English & Thai		Shortlisting
Qualifications		

<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Education to tertiary level at any disciplines 		Shortlisting
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> At least 2 years experience in sales and customer management environment of education or services related field 		Shortlisting
Role Specific Skills (if any)		<i>Assessment Stage</i>
<ul style="list-style-type: none"> Be able to work under the situation/events that related to children or parents. 		Interview
British Council Core Skills		<i>Assessment Stage</i>
<ul style="list-style-type: none"> Communicating and Influencing (Level 2): Relates communications to circumstances 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. Planning & Organizing (Level 1): Plans ahead Organize own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people. Analyzing data and problems (Level 1): Is systematic Breaks down problems into a list of tasks to be done and decides on appropriate action. Managing Finance & Resources (Level 2): Uses financial systems and processes Uses corporate financial systems and processes appropriately as part of the job and on behalf of a team. Using Technology (Level 2): Operates as a basic user of information systems, digital and office technology Able to use office software and British Council systems to do the job and manage documents or processes. 		<i>Shortlisting AND Interview</i>
British Council Behaviours		<i>Assessment Stage</i>
<p>Making it happen Establishing a genuinely common goal with others (More demanding)</p> <p>Working together Establishing a genuinely common goal with others (more demanding)</p> <p>Being accountable Delivering my best work in order to meet my commitments (More demanding)</p> <p>Connecting with others Making regular opportunities to understand others better (Essential)</p>		<i>Interview</i>
Prepared by:		Date:
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