

Role Title

Customer Management Assistant (Hourly paid)

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Customer Management	Hourly Paid	Hong Kong	Part time fixed term	Assistant Manager, Customer Management

Role purpose

The main duty of a Customer Management Assistant (CMA) is to handle inquires and register customers for our English language courses and examinations.

To act as British Council's ambassador and provide top quality services to all customers. This includes handling in-person inquiries and/or registrations, answering telephone and email inquiries, as well as conducting placement tests for Teaching Centre customers.

To ensure that customer service is of high standard and relevant to the needs of our target audience in support of British Council objectives in Hong Kong.

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 Hong Kong is committed, as the UK's international organisation for cultural relations, to strengthen the relationship of trust between Hong Kong and the UK since 1948. This can be achieved by creating connections between Hong Kong and the best of the UK's great cultural assets, including English, education, the arts, and – a newer priority – social entrepreneurship.

Hong Kong is one of the biggest in the global network with thousands of adult and young learner students studying with us at any one time. We are a leading provider of English language examinations and deliver a large number of examinations throughout the year with a team that consists of 25 people. British Council is a leading provider of English language examinations. We also run exams for British universities and institutes of further education which cover a wide range of academic, professional and vocational subjects.

Main Accountabilities:

Operations

Provide operational support to the wider Sales & Customer Management (SCM) team.

- **Registrations & Counter Service**

Register and reserve new and existing students in appropriate classes accurately. To ensure details are entered in different systems accurately. To handle cash desk in the British Council system and take payments using correct credit card machines accurately for courses / placement tests / examination registrations and other products / services. To update and maintain records from time to time.

- **Call Centre**

Answer / transfer inbound calls with a polite and pleasant manner providing accurate and timely information meeting British Council Key Performance Indicator (KPIs). To register and reserve new and existing students in appropriate classes accurately. To ensure details are entered in different systems accurately.

Customer Management

Meet and exceed KPIs as set out by the British Council, Hong Kong.

- **Customer care and support**

Provide an exceptional level of customer service to all customers to ensure that all their needs and requests are taken care of.

Support Duties

- **Systems**

Be proficient in using relevant systems, such as CRM, Campus and on-line booking systems to ensure smooth operation of the British Council.

- **Product Knowledge**

Acquire and maintain an excellent knowledge of product knowledge at all times. To pro-actively liaise and attend training from product owners. Observation of classes and 'hands on' experience of the products is required.

- **Offer Knowledge**

Acquire and maintain an excellent knowledge of pricing, discounting and offer knowledge at all times. To pro-actively liaise and attend training from relevant staff. To pro-actively obtain and report feedback received from customers.

Other duties:

- Any other duties as assigned by the Line Manager
- Ensure safeguarding and guidelines are applied and upheld in line with standards and policy for the following areas:
 1. Child Protection
 2. Equality Diversity Inclusion
 3. Health and Safety

Key Relationships:

Internal

- *Other team members of the Sales & Customer Management team*
- *Teaching Centre & Examinations Business Managers*
- *Business Support Team*
- *Marketing team*
- *Senior Teachers*
- *Co-ordinators*
- *Teachers*

- Teaching Resources
- Book Shop team
- Education team
- Facilities team
- Finance team
- IT team

External

- Customers
- Visitors
- Young learner students
- Adult students
- Parents of young learner students

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	You must have the right to live and work in the country in which the role is based.	Shortlisting
Direct contact or managing staff working with children?	Yes	N/A
Notes	We work from 9:00 am – 10:00 pm on weekdays and from 8:45 am to 7:00 pm on Saturdays and Sundays. The successful candidate will be allocated hours according to operational needs within mutual agreement between the staff and the Council on an hourly basis.	
Person Specification:		Assessment stage
Language requirements		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
▪ Good command of English and Chinese	▪ Able to communicate in Mandarin	Shortlisting
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
▪ Minimum 1 year of experience of working in a customer service orientated environment		Shortlisting
Role Specific Skills		Assessment Stage
▪ Good IT skills-use of spreadsheet, accurate data input		Shortlisting AND Interview
British Council Core Skills		Assessment Stage
Communicating and Influencing (Level 1) - Communicates clearly and effectively <i>Listens to others and expresses self clearly, with grammatical accuracy and awareness of a diverse audience in speaking and writing.</i>		Shortlisting AND Interview

<p>Using technology (Level 1) - Operates as a basic user of information systems, digital and office technology <i>Able to use office software and British Council systems to do the job and manage documents or processes.</i></p>	
British Council Behaviours	Assessment Stage
<p>Connecting with others (Essential) <i>Making regular opportunities to understand others better</i></p> <p>Making it happen (Essential) <i>Delivering clear results for the British Council</i></p> <p>Being accountable (Essential) <i>Delivering my best work in order to meet my commitments</i></p> <p>Working together (Essential) <i>Establishing a genuinely common goal with others</i></p> <p>Shaping the future (Essential) <i>Looking for ways in which we can do things better</i></p> <p>Creating shared purpose (Essential) <i>Communicating an engaging picture of how we can work together</i></p>	
Prepared by:	Date:
Cecilia Cheung, Assistant Manager (Operations)	24 Aug 2018