

## Role Title

**Course Consultant**

## Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Sales and Customer Management	Pay Band J	Seoul, Korea	15 months	Branch Manager and/or Course Consultant Team Leader

## Role purpose

- Secures excellent sales results, ensuring a high-quality customer experience in handling enquiries about our English language and examination services
- Acts as British Council's ambassador and provide top-quality services to all customers, meeting KPIs and deliver Sales & Customer Relations services in line with the British Council's overall 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 Accountabilities:

### 1. Sales (65%)

Customer Face-to-face duties (60% of the Sales duties)

- Provide face-to-face consultations to all customers in the centre by finding out their needs, issues and concerns and recommending a course that best suits them
- Be accountable for monthly sales targets
- Close the sale, maximising enrolment and protecting target achievement
- Greet all prospects in a warm, professional manner
- Build rapport and be patient with the prospect in order to find out the objectives, needs and requirements of the prospect
- 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 the first enquiry to final sale
- Maximise opportunities for cross selling and up selling
- Delight the customer in terms of experience and to help the customer to buy
- Register/waitlist students in appropriate classes and details are entered on Pepi/CRM System accurately
- Monitor class fill and registration/re-registration rates

Other Customer Liaison and follow up (20% of the Sales duties)

- Revisit lapsed students via phone to reintroduce them to our products (warm calling)
- Conduct phone-based surveys from time to time on why students/examination candidates did not register with us or return to us.

Telephone & Email Enquiries (10% of the Sales duties)

- Maximise conversion rates of enquiries to sales figures by communicating features and benefits of BC offers, convincing and persuading prospects to enrol.

Co-ordination and participation in placement testing (10% of the Sales duties)

- Support level testing process through counselling and creating study plans with purpose of driving student registration
- Follow up with customers who book placement tests but do not turn up
- Follow up with customers who test but do not place

### 2. Support Duties (25%)

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

- Administrative duties in support of the team's operation, as designated by Head of Sales and Customer Management
- Attendance at regular professional development, training and skills programmes as required
- Full engagement with the performance management programme

### 3. Project Work (10%)

Participate in projects as agreed in Performance Agreement

#### Key Relationships:

##### *Internal*

- Teaching Centre & Examinations Business Managers
- MarComms
- Senior Teachers
- Co-ordinators
- Teaching Resources
- Facilities
- Finance
- IT

##### *External*

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

#### 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?	No	N/A
Notes	The successful candidate will work a 5-day week on a shift system (between 9.00 and 22.00) from Monday to Sunday. Evening and weekend work are required on a regular basis.	
Person Specification:		Assessment stage
Language requirements		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
▪ Written and oral communications skills in English (equivalent to IELTS level 6.0)		Shortlisting and Interview
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
▪ University degree		Shortlisting
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
▪ Minimum 1 year of working experience in sales environment	▪ 2 to 3 years of working experience in sales environment in same industry	Shortlisting and Interview
Role Specific Skills		Assessment Stage

<ul style="list-style-type: none"> <li>▪ Excellent written and oral communication skills in English and Korean</li> <li>▪ Sales techniques</li> <li>▪ Competent IT skills</li> </ul>	Shortlisting and Interview
<b>British Council Core Skills</b>	<b>Assessment Stage</b>
<ul style="list-style-type: none"> <li>▪ <b>Communication and Influencing (Level 1)</b> Listens to others and expresses self clearly, with grammatical accuracy and awareness of a diverse audience in speaking and writing.</li> <li>▪ <b>Planning and Organising (Level 1)</b> Able to plan own work over short timescales for routine or familiar tasks and processes.</li> <li>▪ <b>Managing Finance and Resources (Level 1)</b> Uses resources efficiently in own role and complies with financial rules and procedures</li> </ul>	Shortlisting and Interview
<b>British Council Behaviours</b>	<b>Assessment Stage</b>
<p><b>Making it happen (More Demanding):</b> Establishing a genuinely common goal with others (More demanding)</p> <p><b>Being accountable (More Demanding):</b> Delivering my best work in order to meet my commitments</p> <p><b>Working together (Essential):</b> Establishing a genuinely common goal with others</p> <p><i>Please note: the other behaviours below will not be assessed at interview. However, all behaviours will be used for performance management purposes</i></p> <p><b>Connecting with others (Essential):</b> Making regular opportunities to understand others better</p> <p><b>Shaping the future (Essential):</b> Looking for ways in which we can do things better</p> <p><b>Creating shared purpose (Essential):</b> Making regular opportunities to understand others better</p>	Interview
<b>Prepared by:</b>	<b>Date:</b>
Head of Sales and Customer Management	July 2018