

QA

**JOB
DESCRIPTION**



1. JOB SPECIFICS

Job Title:	Conversion Manager –UK/EU
Reports to:	Head of Conversion Manager
Location:	London
Department:	Sales & Marketing

2. ABOUT THE ROLE

What you'll be doing?	<p>Managing the conversion of warm enquiries to all QAHE's undergraduate and postgraduate courses. Managing an office based conversion team and ensuring both individual and team targets are set and achieved. Working with the Head of Conversion, and other colleagues in the sales & marketing department, to identify and respond to developments in the UK market that will impact on recruitment, and to help follow up new opportunities that may arise for QAHE i.e. new recruitment & marketing channels.</p>
Key Responsibilities	<p>Responsible for achieving student recruitment targets, in line with corporate strategies.</p> <p>Effective line management of a team of Conversion Officers.</p> <p>Run regular 121s and reviews with direct reports.</p> <p>Ensure effective and consistent communication throughout the team, encourage feedback and insight in order to enhance the customer experience.</p> <p>Embed a performance culture, framework and review processes to achieve service levels and improvements against set targets.</p> <p>Building and maintaining effective internal and external stakeholder relationships.</p> <p>Monitor all KPI's set for you and your team.</p> <p>Effectively communicate with prospects through multiple communication channels to achieve recruitment targets.</p> <p>To work closely with the marketing team on marketing activity to ensure lead volume and quality is consistent.</p> <p>In conjunction with the Head of Conversion, develop a diverse range of systems, processes and strategies to maximise the effectiveness of sales activities.</p>

	<p>Working closely with the Admissions team to ensure all applications are processed effectively and within agreed SLA's.</p> <p>Take ownership of the whole enrolment process, and build effective relationships throughout the student's journey from enquiry to enrolment.</p>
KPIs & SLAs	<p>Achieving weekly outbound & inbound telephony KPIs.</p> <p>Achieving and overachieving student recruitment targets per intake/period.</p> <p>Reporting on weekly and monthly sales/conversion activity.</p> <p>Actively engaged in selling/conversion.</p> <p>Ensuring each stage of the student on boarding process (buyer lifecycle) is completed while meeting customer needs.</p>
Key Working Relationships	<p>Head of Direct Conversion/Recruitment (UK/EU)</p> <p>Director of Institutional Relationships</p> <p>Head of Marketing</p> <p>Marketing/Campaign Manager</p> <p>Digital Marketing Projects Manager</p> <p>Digital Marketing Executive</p> <p>Head of Admissions</p> <p>Admissions Manager</p> <p>Other recruitment teams within QAHE</p> <p>Relevant Academic staff within QAHE</p> <p>Registry</p> <p>Credit Manager</p> <p>Financial Controller</p> <p>QAHE Student Finance Team</p>

3. ABOUT YOU

Skills & Abilities	<p>The ability to operate well within a team environment.</p> <p>Sales driven and motivated by a target based culture.</p> <p>Ability to plan and forecast on numbers accordingly.</p> <p>Self-Starter, quick to take the initiative and spot new opportunities.</p> <p>Commercially focussed, capable of delivering results in a cost effective manner.</p> <p>Entrepreneurial and innovative with a delivery focus.</p>
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	<p>Strong organisational and planning skills.</p> <p>Capable of building working relationships and networks with people from a range backgrounds and cultures.</p> <p>Skilled negotiator.</p> <p>Excellent communication skills, both verbal and written.</p> <p>Strong customer focus, committed to ensuring delivery of excellent service standards.</p> <p>Ability to operate at all levels of the organisation acting as an ambassador for the International Office and University internally and externally.</p> <p>Flexible with working hours – some periods may require different working hours to normal.</p> <p>A MUST - a driven, passionate, entrepreneurial, competitive and hardworking individual.</p>
Your Experience	<p>Experience working in a Higher Education or Student Recruitment industry – Desirable.</p> <p>Experience coaching and training teams – Desirable.</p> <p>History of achieving targets in a past paced environment – Essential.</p> <p>Experience managing a team – Essential.</p> <p>Adaptable and open to changing processes – Essential.</p> <p>Experience managing a CRM or enquiry system and making effective changes to how it works.</p>
Your Knowledge	<p>Knowledge of student recruitment within UK Higher Education.</p>
Your Qualifications	<p>The candidate should be educated to degree level or equivalent, preferably with a qualification related to an appropriate discipline.</p>
What you'll bring to QA	<p>DBS check is required.</p> <p>Self-motivated.</p> <p>Able to work on own initiative.</p> <p>Target driven (this is a sales based role).</p> <p>Thrives in a fast paced environment.</p> <p>A flexible can do attitude.</p>

4. ABOUT QA

About us

We shape the next generation of technologists, leaders and innovators.

By powering potential – the potential of over a quarter of a million learners a year. We empower them to push boundaries and thrive in the workplace.

Why we do learning

For over 30 years, we've worked in technology – where the impact of great learning is changing the world.

A bold statement, but hear us out. We are right at the centre of a technological revolution. Devices are not just connecting people, cities and countries – they are connecting to each other, collecting data and using it to learn and make themselves better. Soon we will have cars that can drive themselves, fridges that make sure we never run out of milk and computers that can learn from their own mistakes.

Driving this revolution? People.

And this is where we come in.

People advancing their knowledge in technology – to enrich society – build a new culture – better how we live our lives, and how we work together.

People are learning to use technology to drive phenomenal change. This is our passion – powering their potential.

We promise to be

Bold

- Ambition is great. We set ambitious targets – holding ourselves and others to ever-higher standards.
- We contribute (insightfully) to the debate inside and outside QA.
- We move. Quickly. We respond to your needs – fast.

Collaborative

- We spend time getting to know you – our learners and our customers – to earn your trust.
- We connect a solution to your problem – we have tonnes of different services to help you.
- We're the positive person who actively gets stuck in to solving problems.

Progressive

- We embrace change – and support it.
- We challenge ourselves to use the latest technologies and methods – no matter how out there.
- We're curious – about what you do, about what the person next to you does, about our customers and our learners.

<p>What's on offer?</p>	<p>Learning is not just a service we provide, it's a way of life at QA, and we try to ensure that everyone has the opportunity to take advantage of our huge and varied range of learning and development options, so everyone is eligible for 3 Training Days every year, to focus on subjects they're interested in.</p> <p>We also know that many people like to "give back" and so we offer 2 paid Charity Days each year to support your chosen charity in whatever way you choose. And if you get involved in charity fundraising, QA will also double any sponsorship money raised, up to £250. This is over and above the charitable activities that we encourage through our annual QA fundraising drives – you can get involved with this as much or as little as you like. We see it as a great way to foster team building too.</p> <p>We all need to take time out to recharge our batteries from time to time and enjoy some down time, so we provide a fairly generous 25 days' holiday per annum (rising to 28 days after 5 years) – with the option to buy more if you wish.</p> <p>It's important, too, to plan for the future and ensure we are able to maintain the lifestyle we have worked so hard to achieve, once we retire from the hurly burly and slow down to enjoy our later years, so we offer a defined contribution pension plan and will match your contributions up to a maximum of 4% of your basic salary.</p> <p>Then there are two of our core benefit offerings, not the most exciting, but we consider it important to ensure everyone has the peace of mind provided by Life Assurance (4x your basic salary) and Permanent Health Insurance (after a qualifying period) in the event that ill health, or worse, disrupts our plans.</p> <p>And finally, a few fringe benefits to assist with travel and lifestyle choices:</p> <ul style="list-style-type: none"> ○ Season ticket loan ○ Corporate gym membership ○ Cycle to work scheme
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