



1. JOB TITLE

Job Title: Conversion Officer (South East Asia)

Responsible to: Mislu Miah (Senior Regional Manager – UK International , South Asia & South East Asia)

Department(s): Sales and Marketing

Last Update (insert date): 30/10/2020

2. JOB PURPOSE

- To support International Assistant, International Officer (s) and Regional Manager for UK South East Asia in exceeding sales targets
- Maintain and manage effective business pipeline ensuring daily KPI's are delivered effectively
- To provide first class customer service to our students, agents/representative and partners
- Use honest and truthful promotion and advertising when recruiting for QA Higher Education and its partner institutions
- Engage with offer holders through multiple communication channels; actively guide applicants through the entire application cycle; consult students on how to meet outstanding conditions, i.e. interviews, outstanding docs, English tests
- To provide and maintain agreed turnaround times to our agents, students and client services
- Go the extra mile to help students to finish applications within given deadlines, i.e. provide alternative solutions, and liaise with external institutions and wider QA team
- Self-manage student pipelines within KPIs and SLAs; share critical information with the team to ensure everyone is on the same page
- Maintain accurate and up to date data on Management of Students Administration (MOSA)

- Run and maintain weekly/monthly Management Information pipeline reports
- Create sense of engagement with students and their admissions process
- Advising on payment methods (by card, BACS, on campus or loan letters) chasing and taking outstanding payments; responding to student's concerns and understanding competition from other institutions
- Ensuring regular contact to maintain students' commitment
- Maintaining unconditional pipeline up to date, i.e. cancelling and deferring applications, understanding reasons behind it. Reporting to a wider recruitment team
- Looking after Confirmation of Acceptance to Study (CAS) requests, chasing documents outstanding in a timely manner, arranging visa appointments
- Looking after deadline extensions and ensuring this is granted beforehand
- Checking compliance of bank statements, loan letters and other financial evidences for visa application purposes
- Advising on whether students can apply within the UK
- Provide individual guidance to students on credibility interviews and visa applications via Skype, telephone and email correspondence
- Conduct credibility interviews ensuring student is adequately able to answer common questions asked by Entry Clearance Officer (ECO).
- Identify and report any credibility concerns which can potentially lead to visa refusal to RM and relevant IO
- Advising on visa refusal reasons to ensure students are fully committed to the process and take ownership of the process as well
- Manage inbound calls; advise on and send application details to potential applicants who express interest via phone or email enquiry or Akero
- Conversion cover upon requirement; responding to urgent issues that need resolution
- Prioritising workload and taking initiative to continuously improve the conversion process



- Meet students on campus as and when required
- Liaise with agents/representatives as and when required
- Report deposit payments and losses to the Finance and Marketing Directors
- Coordinate with Agents and University Partners when handling visa refusals

3. SCOPE

- Be an integral part of the South East Asia recruitment team
- Develop a large amount of knowledge, understanding for UK and South Asian education market
- Develop strong, long term relationships with representatives and key personnel in UK and the Overseas recruitment market

4. ORGANISATIONAL POSITION (UK International & South Asia and South East Asia)

5. KEY ACCOUNTABILITIES

- Work close with RM and IO (s) to support marketing strategies for South East Asia
- Provide support to Recruitment team and business partners as required in relation to business wide projects
- Comfortable with working in a sales environment and exceeding sales targets
- Dealing with student recruitment in South East Asia within the education market place



- Demonstrate tenacity, a great deal of commitment, desire and professionalism
- Manage time according to workload and business needs in order to meet agreed turnaround times

6. KEY PERFORMANCE INDICATORS

Market Development –

- Research into South East Asian market
- Maintain stable and strong relationship with representatives, show commitment, desire and professionalism
- Help develop any new products through feedback and research

Team Performance –

- Achieving agreed targets for South East Asia region
- Achieving the required deposit target for South East Asia region
- Achieving the required invoice target for South East Asia region
- Achieving the required entry requirements for South East Asia region

Personal Effectiveness –

- Works efficiently and professionally
- Works and manages time according to business needs
- Manages effective pipeline and presents regular up to date statistics to Recruitment Team.

7. DECISIONS AND JUDGEMENTS

Must be able to make good timely decisions and be accountable for them

8. MOST/DIFFICULT PARTS OF THE JOB

Managing time effectively, prioritising work to meet demands and revenue targets. Balancing speed of work with quality of work. Servicing client needs and managing client expectations especially around turnaround times. Always maintaining good customer and client service. Always demonstrates tenacity, desire, commitment a can do attitude and professionalism.



9. COMMUNICATIONS AND RELATIONSHIPS

Internal

- To collaborate with the International Officer (s) and Regional Manager to build effective business strategies
- Clear vision of business wants, needs and aspirations
- Report to the Senior International Officer daily
- Communicate effectively and professionally within the team to build rapport and trust
- Build and maintain good working relationships with all internal colleagues

External

- Build strong professional relations with agents and representatives
- Manage and expand key relationships with agents and representatives

10. KNOWLEDGE, TRAINING, QUALIFICATIONS AND EXPERIENCE REQUIRED TO DO THE JOB

QUALIFICATIONS/EXPERIENCE

- Educated at degree level
- High level of business acumen
- Track record of success in sales environment

KNOWLEDGE

- Excellent knowledge of business requirements, processes and methodologies
- The ability to operate well within a team environment

SKILLS AND COMPETENCIES

- Structured and clear communication to colleagues within the team
- Entrepreneurial flair
- Confident and strong sense of direction
- Self-motivated

INTEGRITY

- Trustworthy and Honest



11. QA CORE VALUES

Integrity We will: Be open and honest. Have trust and respect for each other. Act in the best interests of the whole business. Share knowledge and experience

Commitment We will: Deliver our obligations to clients and colleagues. Take individual responsibility and be proactive in delivering what we promise. Champion equality, diversity and inclusion Support our communities and protect the environment

Service We will: Understand our clients and exceed their expectations. Provide exceptional value. Deliver the highest quality service. Strive to continually improve and enhance our services

12. JOB DESCRIPTION AGREEMENT

A separate job description will need to be signed off by each jobholder to whom the job description applies.

Job Holder's Signature:

Date:

Line Manager's Signature:

Date: