

Enquiries Assistant

Job Reference:	Enquiries Assistant
Department:	Student Recruitment
Grade/ Salary:	Grade 3, £25,199 - £27,687
Contract Type:	Fixed-term – 5 months
Hours:	35 per week (Full time)
Location:	New Cross, London

Interviews: **TBC**

Goldsmiths

Goldsmiths, University of London is a world-leading centre of educational excellence where ground-breaking research meets innovative teaching and thinking. We're looking for inspiring and talented people to help build on our global reputation while also growing personally in a true learning organisation.

We are happy to supply information in alternative formats for disabled applicants. Please contact hr@gold.ac.uk to make your request.



Passionate about advancing equality
and celebrating diversity.
Together, we are different



Together
we are different

The Directorate

The student experience is at the centre of everything we do here at Goldsmiths. Whether it be through our research inspired teaching, an ever-innovative curriculum or vibrant extracurricular and support offering, we have an unshakeable commitment to improving the experience of our diverse population.

The Student Experience Directorate is the part of Goldsmiths Professional Services that leads on the development and provision of outstanding student-facing services. The directorate is responsible for ensuring that every student at Goldsmiths has an excellent student experience.

The Directorate is made up of five areas:

1. Student Recruitment
2. Student Administration
3. Student Support Services
4. Library Services
5. Careers & Employability

This Role is based in Student Recruitment.

Working collaboratively the directorate aims to attract the best talent possible to Goldsmiths, to steward them through from enquiry to application and enrolment, and the subsequently into their student experience and to support them to be successful students and graduates. The team coordinates a full suite of co-curricular activities in order to develop and support our students and works in partnership with our academic departments.

The Department

The Student Recruitment department was formed to provide a central department with a focus on attracting a retaining the optimum number of students for Goldsmiths. The department's mission is to ensure that students are engaged with Goldsmiths from the point of first considering the University as a destination, through the whole applicant and

student journey, and that that engagement continues as they leave the university to become alumni.

The Department is made up of four sections:

1. Student Marketing & Events (the team in which this post sits)
2. Recruitment
3. Admissions
4. International Recruitment & Student Mobility

The team

The Student Marketing team aims to attract students to Goldsmiths and positively manage the enquirer-applicant-student journey by deploying innovative and effective marketing, advertising, communication, and content/production strategies. We want to communicate and celebrate the experience that students have here.

The team enable the university to achieve its business needs of recruiting and admitting more students from the UK and improving the quality of those students. Applications to undergraduate and postgraduate programmes of study at Goldsmiths and in so doing ensuring the best possible applicant experience.

The Course Enquiry function sits within this area of work and is responsible for providing the first point of contact for all prospective student enquiries (UK, EU & International). The team responds to all incoming enquiries from both home and international student across our varied communication channels, utilising the relevant systems to support enquiry management.

Job description

Reporting to: Student Marketing Manager (CRM & Enquiries)

Summary:

The role holder will act as an integral part of the small team providing frontline service to prospective students interested in Goldsmiths.

Main duties

- To be a proactive member of the enquiries team and on a day-to-day basis responding to prospective student enquiries through the various communication channels managed by the team – which include; email, phone, live chat service, social platforms, in-person and third parties;
- To promote Goldsmiths courses to enquirers and their influencers across the prospective student lifecycle;
- Maintain good links with internal departments working across the Student Experience Directorate, professional service departments, academic departments, the Student's Union and external stakeholders;
- Contribute to the ongoing planning and implementation of excellent customer services for the enhancement of the student experience at Goldsmiths;
- Be committed to personal professional development, to ensure highest quality of service to students;
- Contribute to team work to ensure business continuity within the team following the failure of, or damage to, vital services or facilities; to support and contribute to the delivery of Student Recruitment frontline services – including advice and guidance through Student Advice and attendance at events including Open Days, Ceremonies and HE events.

Specific Duties:

- To respond to all in-coming enquiries by post and e-mail, telephone and online sources, and deal with enquiries from applicants and other stakeholders;
- To contribute and utilise the university CRM system for enquiry management, ensuring all enquiries are recorded appropriately;
- To contribute to the team's knowledge base and update when necessary;
- To ensure that enquirers are responded to as per the prescribed Service Level Agreements;
- You will be required to undertake any other duties as may reasonably be required;
- Ensure that you are aware of and aligned with Goldsmiths' Regulations, Strategy, and Objectives to work together to proactively

advance Equality and Diversity;

- At all times to help maintain a safe working environment by participating in training as necessary and following the Goldsmiths' Health and Safety Codes of Practice and Policy.

Person Specification

Detailed below are the types of qualifications, experience, skills and knowledge which are required of the post holder. Selection will be made upon evidence of best-fit with this criteria.

The Essential criteria sections show the minimum essential requirements for the post, therefore if you cannot demonstrate in your application you meet the essential criteria categorised below, you will not be invited to interview.

The Desirable criteria sections show additional attributes which would enable the applicant to perform the role more effectively with little or no training.

The Category column indicates the method of assessment:

A = Application form **C = Certificate**
I = Interview **R = Reference**
T = Test / P = Presentation

	Category
Essential Criteria 1 - Qualifications	
A good standard of education at A-level standard or equivalent	A, C, I
Desirable Criteria 1 - Qualifications	
Educated to undergraduate degree level or equivalent	A, C, I
Essential Criteria 2 - Experience	
Demonstrable secretarial / administrative experience	A, I, T
Experience of dealing with a wide range of customers by telephone, email and face-to-face, providing outstanding levels of customer service in a busy environment.	A, I, T
Experience of using initiative in the performance of your duties and to work without close supervision	A, I, T

Desirable Criteria 2 - Experience	
Experience of using Microsoft Dynamics (CRM)	A, I
Experience of using a student records system	A, I
Experience of working with a CRM system to manage enquiries.	A, I
Essential Criteria 3 – Knowledge	
A good understanding of FE and HE qualification frameworks	A, I, T
Desirable Criteria 3 - Knowledge	
An understanding of the importance of the customer journey within HE sector	A, I
Essential Criteria 4 - Skills	
Experience and familiarity with computerised record systems, spreadsheets, databases and complex administrative systems	A, I
The ability to maintain confidentiality, understand the implications of data protection legislation and to act in a professional manner	A, I
Advanced IT skills including the use of Microsoft Office products (especially Word, Outlook, Excel and Access) and databases	A, I, T
Possess strong communication and interpersonal skills, including written skills.	A, T
The ability to work under pressure in a busy office, keep to strict deadlines, deal with varied and complex workloads and be a committed team member	A, I
Be numerate, accurate, methodical, well organised and logical with a high level of attention to detail	A, I, T
Essential Criteria 5 - Aptitude	
A commitment to professionalism, collaborative working and the delivery of excellent service and client satisfaction levels, both internally and externally	A, I
Ability to favourably represent the College with enthusiasm and integrity to applicants and their advisors as well to external organisations	A, I
Be well presented, a self-starter with high levels of personal self-motivation and stamina, have a flexible approach to work and be receptive to change	A, I

Please also note that where qualifications are required, employment is conditional on the verification of them. Qualifications (must be original documents) will be checked on the first day of appointment.

For more information about the role, please contact Danielle Wedderburn, d.wedderburn@gold.ac.uk

September, 2021

Summary of Benefits

If you choose to work with us, you'll become part of a learning organisation that is committed to professional and personal development, with a comprehensive and innovative staff development programme.

You'll also have access to frequent lunchtime and evening talks, seminars and performances, and annual performance and development reviews.

Our other benefits include:

- Competitive salary
- On-site cinema, Curzon Goldsmiths, with staff discounts and special screenings
- Working in Zone 2, with fantastic transport links and interest free travel to work loans
- Excellent annual leave entitlement plus additional closure days at Christmas and Easter
- Membership of USS or LPFA pension scheme, dependent upon grade
- Access to exclusive discounts, including high street retailers
- Maternity, paternity, shared parental leave and adoption leave and pay and tax efficient childcare voucher scheme
- Contractual sick pay provision
- Free eye tests
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site [dining facilities](#)
- Access to [University of London facilities](#) such as Senate House Library

Further information

For more information about Goldsmiths, please visit: www.gold.ac.uk/about.

We can supply information in alternative formats for people with a visual impairment or dyslexia. For this please contact hr@gold.ac.uk, or visit www.gold.ac.uk/hr.

Thank you for your interest in working with us, we wish you all the best with your application.