

## Role Title

**Sales Team Assistant**

## Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Sales Assistant in Sales and Customer Management Team	Grade J	Kyiv, Ukraine	Fixed term contract	Sales Coordinator

## Role purpose

To provide administrative support to the Sales and Customer Management Team and the Teaching Centre in delivering high quality services to internal and external customers and clients by adhering to global customer service standards of excellence and secure excellent re-registration results in order to enable the British Council to meet its financial 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.

The British Council is an equal opportunities and diversity employer, and the post-holder will play a role in ensuring that Equality, Diversity and Inclusion policies are consistently applied through the Human Resources operation.

The British Council has a fundamental duty of care of all children engaged in activities with us under our mandatory Child Protection Policy. All our employees must be familiar with and follow the Child Protection Code of Conduct. The British Council affirms the position that all children have the right to be protected from all forms of abuse as set out in article 19, UNCRC 1989.

## Geopolitical/SBU/Function overview:

The Teaching Centre in Kyiv has an excellent reputation among our target customers and the maintenance of this reputation is critical to future growth. We currently have over 900 Adults each term and around 1030 Young Learners. Corporate and one to one courses are a segment targeted for future growth while our CELTA and TYLEC courses continue to be popular.

The exams business focuses on IELTS, ACCA, Professional and University exams.

The British Council also runs a program of activities in the Arts, Higher Education, English and Society engaging directly with more than 100,000 people in 2015 and with a further 2,300,000 using our digital services, including English language resources and more than 1 ml using our

publications and broadcast products. Partners and participants are also important to us as customers, requiring high standards of customer care.

Part of the Integrated Sales and Customer Management department lead by the Head of Sales and Customer Management, Customer Excellence team consists of 4 Customer Excellence Assistants, Teaching Centre Administrative Assistant, 3 interns and is supplemented by part-time call-in assistants.

**Working week: Tuesday-Saturday 0900-1730**

### **Main opportunities/challenges for this role:**

This role requires analytical thinking skills and good organisational skills. Attention to detail and high levels of professionalism are also essential. In addition, the post holder will be expected to be pro-active and customer orientated with excellent communication and computing skills.

### **Main Accountabilities:**

#### **Sales Administrative Support**

- Support Sales team with all administrative duties, managing daily payment reports.
- Assist in conducting placement testing and coordination of online registration for placement testing system.
- Assist with managing waiting lists, reservations and movements of TC customers
- Collaboration relationship management (Manage CRM system to support proactive cooperation with customers and increase conversion rates from enquiry to PT registration and from PT registration to course registration).
- Maximize conversion rate of enquiries to sales figures by communicating features and benefits of BC offers, convincing and persuading prospects to enroll.
- Own customer feedbacks by making clear notes on an enquiry/complaint, channeling them to relevant members of staff and by ensuring the answer is given on time.
- Collect data for received revenue from our courses, preparing reports.
- Keeping accurate statistics for Sales and CM department.
- Follow up with customers who did not show up for a placement test.
- Prepare different reports on sales coordinator's requests.
- Support YL and adult courses activities on request.
- Proficient using of relevant systems, such as CRM, TCMS and on-line booking systems to ensure smooth operation of the British Council.

Respond and be responsible for delivery of ad-hoc professional and job-related requirements in the interest of operation, as formulated by CEC and TC management team.

#### **Customer Service**

- Deliver professional customer service to both internal and external customers.
- Answer all calls with a polite and pleasant manner according to corporate telephone standards – call greeting, call handling and call closing.
- Help the customer with choice of product or service.
- Support Customer Excellence team with working at the Front Desk.
- Pro-actively cross-sell British Council services to enquirers.
- Act proactively, acquire and maintain an excellent level of product knowledge at all times via website, proactive liaison with colleagues and product sessions if necessary. Observation of classes and “hands on” experience of the products is required.
- **Excellent knowledge of various BC technical systems is required.**
- Build rapport with the prospect in order to find out the objectives, needs and requirements

#### **Training and Development**

- Personal development plans support performance and job satisfaction.
- Training plans to be agreed with the Line Manager.
- All mandatory training is passed within one month after joining BC and refreshed per request.

### Key Relationships:

#### Internal

- Sales and Customer Excellence Team
- Assistant Director Teaching Centre and Senior Teachers
- Teaching Staff
- HR Team
- Finance team
- Facilities Team

#### External

- Students and corporate clients

### Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	Ukrainian citizenship or right to work in Ukraine	Shortlisting
Direct contact or managing staff working with children?	No	N/A
Notes	Criminal record check, medical check, references check.	Before final job offer
Person Specification:		Assessment stage
Language requirements		
Minimum / essential		Assessment Stage
<ul style="list-style-type: none"> <li>▪ English at a minimum of C1 level</li> <li>▪ Fluent Ukrainian and Russian</li> </ul>		English language test before interview and during interview
Qualifications		
Minimum / essential		Assessment Stage
<ul style="list-style-type: none"> <li>▪ University degree</li> </ul>		Shortlisting
Role Specific Knowledge & Experience		
Minimum / essential		Assessment Stage
<ul style="list-style-type: none"> <li>▪ At least 1 year of experience in administration/paperwork</li> <li>▪ Working with customers (via phone, face-to-face, correspondence)</li> </ul>		Shortlisting  Shortlisting and interview
Role Specific Skills		Assessment Stage
<ul style="list-style-type: none"> <li>▪ Accuracy/attention to detail</li> <li>▪ Computing skills (MS Office, Excel)</li> <li>▪ Ability to work independently and as a team member</li> <li>▪ English (spoken &amp; written C1 level)</li> </ul>		Shortlisting and interview

British Council Core Skills	Assessment Stage
<p><b>Communicating and Influencing (level 2). Relates communications to circumstances.</b> Displays good listening, writing and speaking skills, setting out logical arguments clearly and adapting language and form of communication to meet the needs of different people/audiences.</p> <p><b>Planning and Organising (level 2). Plans ahead</b> Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people.</p> <p><b>Analysing data and problems (level 2). Uses data</b> Reviews available data and identifies cause and effect, and then chooses the best solution from a range of known alternatives.</p> <p><b>Managing Finance and Resources (level 2). Uses financial systems and processes</b> Uses corporate financial systems and processes appropriately as part of the job and on behalf of a team.</p> <p><b>Using Technology (level 1). Operates as a basic user of information systems, digital and office technology</b> Able, with adjustments if necessary, to use office software and British Council systems to do the job and manage documents or processes.</p> <p><b>Managing Risk (level 1). Follows good practices</b> Demonstrates understanding of risk management policies and procedures and record of following them.</p>	Shortlisting and interview
British Council Behaviours	Assessment Stage
<p><b>Connecting with others (essential)</b> Actively appreciating the needs and concerns of myself and others</p> <p><b>Working together (essential)</b> Establishing a genuinely common goal with others</p> <p><b>Being accountable (more demanding)</b> Putting the needs of the team or British Council ahead of my own</p> <p><b>Making it happen (essential)</b> Delivering clear results for the British Council</p>	Interview
<p><b>Shaping the future (essential)</b> Looking for ways in which we can do things better</p> <p><b>Creating Shared purpose (more demanding)</b> Communicating an engaging picture of how we can work together</p>	Performance management
<b>Prepared by:</b>	<b>Date:</b>
Oleksandra Smyrnova, Sales Coordinator	12 May 2021