London Business School

JOB DESCRIPTION

Job Title	Pre-sales administrator for online programmes		
Reports to	Business Development Manager		
Department	Executive Education		
Job Family	Relationship	**Level**	**2**

About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

About the Department

Digital Learning has a school-wide responsibility for the strategic direction, implementation and delivery of the digital learning portfolio, education technology roadmap and the school's library strategy. We are also responsible for generating revenue from the online portfolio. We deliver value to the school and its mission by leading and driving the following areas:

Curation

Enable effective curation of the School's acquired and created learning resources and provide streamlined access, ensuring compliance with legal and regulatory guidance.

Digital Product Portfolio

1. Grow the LBS online portfolio generating revenue from B2C, re-enforce the brand, and support LBS Executive Education to be a leading global digital executive learning provider.
2. Experiment with and explore new content, technologies, and trends to future proof our portfolio to deliver value and improvement to the digital learning experience.

3. Manage digital resource priorities for internal clients such as Advancement, Degree Programmes and Careers Centre, that can be reused across our learning experiences.

Research Amplification

Amplify the visibility of the School's research through effective management of research systems, data and processes that underpin the School's research lifecycle.

Services, Technology and Systems

Deliver services, systems and a technology portfolio that will:

1. Meet the needs of the School and departmental strategies.
2. Ensure availability of data for inclusion in the LBS Data Warehouse.

Meets the needs of our students, participants and alumni

Job Purpose

As a key member of the Digital Learning Online Programme Team, the Pre-Sales Administrator for Online Programmes is responsible for two key areas: pre-sales and admissions alongside system administration and reporting

Pre-Sales

Contacting early stage leads, scheduling consultations & management of Sales Contact Plans

Management of the sales mailbox and answering candidate enquiries by email and phone

Proactively ensuring a good understanding of the products and services that London Business School offers to be able to direct prospective customers accordingly.

Work closely with the Business Development Manager in identifying new target leads and contacts

Reporting. Ensuring all CRM contact plans and programme queues are up to date to ensure accurate reporting

Admissions

The post holder will have responsibility for ensuring that the Admissions CRM system and School Database are up-to-date and accurate, and that all administrative requirements for the smooth operation of the Admissions function are completed to a high standard.

These administrative functions include (but are not limited to):

- CRM data entry
- Generating CRM reports
- School database entry and management
- Financial management including generating invoice requests

Key liaison with Central Finance, Accounts Receivable, ownership of the Cancellation & Transfer Check Point processes

Continuous Improvement: this role owns a vital part of the application process and should look for any opportunity to implement improvements to the participant customer journey

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Customer Service

- Act as a point of contact within the team for participant enquiries and ensure that they are dealt with promptly to meet and exceed their needs and expectations.
- Respond to candidate queries by phone, email and in person as needed.
- Able to adapt communication style to a range of key stakeholders, including those of diverse and different cultural backgrounds.

Administration

- Complete tasks in accordance with defined policies and procedures to ensure that a consistent, world-class service is provided to all clients and stakeholders.
- Co-ordinate team calendars and meetings to support efficient and effective team working.
- Complete tasks in accordance with defined policies and procedures to ensure that a consistent, world-class service is provided to all clients and stakeholders.

Analysis and Reporting

- Organise, upload into and monitor databases to ensure accurate recording against metrics to be used in the measurement of the team or department performance.
- Draw on information from databases to produce standard reports to support decision making within the department.

Participant Recruitment

- Co-ordinate the recruitment of prospective participants, ensuring that all data requirements are completed, and procedures are followed, to support the delivery of a smooth and effective online portfolio
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Collaboration and Support

- Work collaboratively with colleagues to help deliver team objectives and meet or exceed targets and metrics.
- Act as a point of referral for less experienced colleagues to help to resolve issues within the department.

Project Management

- Provide support (e.g. research, external benchmarking) to straightforward projects in own area in order to support project planning and implementation; sometimes taking the lead on defined project activities.

Financial Management

- Accurately process invoices and input financial data into systems to support the tracking of team/department budgets.

Process Improvement

- Keep up-to-date with relevant London Business School offerings and make suggestions for improvements based on client and stakeholder feedback.
- Proactively review relevant processes and systems within own area of work and make suggestions to improve efficiency and effectiveness.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, act in a resilient manner when responding to change, and proactively look for opportunities to support change to help embed it in the team and/or department.

KPIs:

- High-quality service provided to prospective or current student/client/ stakeholder.
- Timely response to and resolution of enquiries, requests and issues.
- Meeting or exceeding targets and metrics.
- Contribution to the achievement of team targets.
- Up-to-date diary management.
- Accuracy and integrity of data in business systems.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Positive feedback from project managers.
- Compliance with processes, procedures and standards.
- Contributions to process reviews and operational improvements.

Knowledge/Qualifications/Skills/Experience required
• Further education or equivalent. • May hold vocational qualification. • Excellent customer service skills. • Experience of working in a customer facing environment. • Proven track record of delivering against Key Performance Indicators or metrics. • Good communication skills and the ability to address a variety of stakeholders. • Sound working knowledge of standard IT packages, systems and/or databases. • Experience of software related to own area of specialism. • Proactive approach to relationship development with colleagues and stakeholders. • Good attention to detail. • Good time management skills with the ability to organise and prioritise. • Good team working skills and the ability to work collaboratively. • Ability to interpret and apply guidelines to a specific activity. • Experience in standard financial management processes.

Resources including team management
n/a

Staff	**n/a**
Budgets	**n/a**
Date Updated	**04.08.23**