SECTION A: THE ROLE	
Job Title:	Course Enquiry Centre Administrator
Institute/Service:	Marketing and Student Recruitment (Student Recruitment and Outreach)
Job Grade:	Grade 05
Job Family:	Services
Job Location:	Lancaster or Carlisle
Responsible To:	Student Recruitment Engagement Manager, currently Head of Student Recruitment and Outreach
Responsible For:	SA Scheme Support

Role Purpose:

The Course Enquiry Centre Administrator plays a critical front-line role in delivering an outstanding customer experience to prospective students, applicants and their influencers across all communication channels.

This role is responsible for managing inbound and outbound enquiries with professionalism, accuracy and empathy, ensuring every interaction supports informed decision-making and maximises progression from enquiry through to application and enrolment.

Working as part of the Course Enquiry Centre, the post holder will:
- Deliver timely, accurate and tailored information, advice and guidance across telephone, email, live chat and CRM platforms.
- Support lead qualification and conversion activity aligned to key recruitment milestones.
- Capture and utilise customer insight to improve communications, reduce repeat enquiries and enhance the applicant journey.
- Contribute to the continuous improvement of enquiry handling processes and service standards to ensure a consistent, high-quality experience.
- Support the effective coordination and deployment of Student Ambassadors within enquiry and conversion activity, maintaining accurate records and contributing to recruitment and training processes.
- Play an active role in Clearing operations, managing high-volume enquiries, ensuring accurate data capture and delivering clear, confident guidance during peak periods.
- Contribute to service-wide projects and conversion initiatives, supporting new approaches, system improvements and evaluation activity across the recruitment cycle.

The role supports wider recruitment initiatives, including Open Days, Offer Holder Days, UCAS Events and targeted conversion campaigns, working collaboratively with colleagues across Marketing, Recruitment, Admissions and Academic Institutes.

SECTION B: PRINCIPAL DUTIES/KEY OBJECTIVES	
1.	**Customer Experience & Enquiry Management** • Act as a primary point of contact for prospective students, applicants, parents and advisers, delivering high-quality, accurate and personalised responses across multiple communication channels. • Manage inbound enquiries efficiently, ensuring response times meet agreed service standards.

	• Take ownership of enquiries from first contact to resolution, demonstrating accountability and follow-through. • Recognise opportunities to progress conversations toward application and next-step actions. • Escalate complex or specialist queries appropriately while maintaining a positive customer experience.
2.	**Proactive Outbound & Conversion Activity** • Support and deliver outbound engagement activity aligned to conversion priorities (e.g., post-enquiry follow-up, applicant nurture, Clearing campaigns). • Contribute to lead qualification processes to ensure high-quality data and meaningful engagement. • Identify and respond to student drop-off points, working with the Student Recruitment Engagement Manager to strengthen touchpoints throughout the recruitment cycle. • Participate actively in peak-cycle operations, including Clearing, Confirmation and other time-sensitive recruitment activity.
3.	**CRM, Data Management & Insight** • Accurately record all interactions within the CRM system (e.g., Salesforce), ensuring data integrity and compliance with Data Protection regulations. • Monitor enquiry trends and recurring themes, feeding insight to the Student Recruitment Engagement Manager to improve content, FAQs and communications. • Support the production of basic reports and performance data relating to enquiry volumes, response times and conversion indicators. • Contribute to the continuous improvement of systems and processes to enhance efficiency and service quality.
4.	**Service Improvement & Process Development** • Work collaboratively to refine enquiry handling procedures, scripts and knowledge resources. • Identify opportunities to reduce repeat queries by improving information clarity across digital platforms. • Maintain up-to-date knowledge of course information, entry requirements, admissions processes, student support, funding and key University developments. • Contribute to a culture of excellence in customer service by modelling professional standards and sharing best practice.
5.	**Event & Recruitment Support** • Support delivery of key recruitment events including Open Days, Applicant Days and Clearing operations. • Provide on-campus and remote engagement support where required. • Collaborate with Student Ambassadors and wider recruitment colleagues to ensure consistent messaging and experience.
6.	**Internal Liaison & Collaboration** • Build effective working relationships with Admissions, Academic Institutes, Outreach and UK Recruitment colleagues. • Ensure information shared with prospective students is accurate, consistent and aligned with institutional messaging. • Work flexibly as part of the wider Student Recruitment and Outreach team to meet service priorities.

Additional Information:

You will be expected to:

- Keep abreast of all areas affecting recruitment and WP Access using recognised sources such as UCAS and set professional standards and practice across the team through leading by example.
- Understand WP and recruitment processes within the context of The University of Cumbria and to contribute to the development of the University student recruitment and WP strategy.
- Understand the admissions process and assist applicants with queries about the progress of their application.
- Constantly strive to improve all aspects of the recruitment process and implement recommendations as part of an ongoing process.
- Keep up to date with information that informs the student decision making process i.e. scholarships, student funding, student support, study abroad options and career opportunities.
- Be aware of positive and negative reports in league tables and work with Marketing to update key facts and ensure a consistent narrative.

You will on occasions and in line with operational needs:

- Be required to work different hours including at weekends/evenings;
- Be required to travel to other campuses and sites as necessary.

In addition to the duties listed here, you will be required to perform other duties which are assigned from time to time. However, such other duties will be reasonable in relation to the grade.

It is the University's intention that this role description is seen as a guide to the major areas and duties for which the post holder is accountable. However, the business will change and the post holder's obligations will vary and develop. The description should be seen as a guide and not as a permanent, definitive and exhaustive statement.

Our Values
At the University of Cumbria, our values shape the way we work, our culture and environment.

We are PERSONAL
Individuals are at the heart of what we do, and our culture of belonging recognises and supports every person. As an institution, we have mutual respect for those we work with and for and we care about understanding each other's challenges and helping one another to thrive.

We are PROGRESSIVE
As a university we have a determination to deliver our mission, which keeps us open to opportunities in front of us. We encourage thoughtful and inspirational ideas, and we tackle problems proactively, with optimism, creativity and courage.

We are ENGAGED
As stewards of knowledge and place, it is our privilege to champion the region and advocate for the value of education. The University of Cumbria is welcoming to different perspectives, expertise and experiences and we are committed to building and nurturing strong links with our communities.

Providing an Inclusive Environment
The University of Cumbria is committed to providing an inclusive environment, where staff, students and visitors are encouraged to be their true self, in order to enhance the individual and collective experience. As a university community, we share the social responsibility of

enabling this inclusive environment by valuing, respecting and celebrating differences, to ensure that we generate a sense of understanding and belonging.

The university recognises that our differences are our strength, seeking and valuing different perspectives and ideas, in an environment that is without prejudice and bias.

We are committed to embracing our responsibility as a facilitator of change and continue to develop our equality agenda in line with and, where appropriate, beyond the Equality Act 2010. We do not tolerate discrimination, bullying or harassment in any form on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Health & Safety Statement
All employees at the University of Cumbria are required to ensure that all duties and responsibilities are discharged in accordance with the University's Health and Safety at Work policy. They should take reasonable care for their own health and safety and that of others who may be affected by what they do or do not do. Employees should correctly use work items provided by the University, including personal protective equipment in accordance with training or instructions.

Criteria for Grade 5 Role Title: Course Enquiry Centre Administrator	Essential/ Desirable	To be identified by:
Qualifications Educated to RQF Level 3 (A Level, Scottish Higher or equivalent) or equivalent experience.	Essential	Application Form
Educated to RQF Level 6 (degree level or equivalent) or equivalent experience.	Desirable	Application Form
Experience Experience of working within higher education, recruitment, admissions or a related environment.	Essential	Application Form/ Interview
Experience in a customer-facing administrative or advisory role.	Essential	Application Form/ Interview
Experience of working with information management systems and CRM platforms (e.g., Salesforce or equivalent).	Essential	Application Form/ Interview
Experience of managing enquiries across multiple communication channels.	Desirable	Interview
Experience of applying customer insight to improve engagement and service delivery.	Desirable	Interview
Knowledge, skills and abilities Detailed understanding of customer service principles and their application within a recruitment or advisory context.	Essential	Application Form/ Interview
Excellent written and verbal communication skills with the ability to explain detailed information clearly to non-specialists.	Essential	Application Form/ Interview
Ability to build rapport quickly and handle sensitive conversations with professionalism and empathy.	Essential	Interview
Strong organisational and time management skills with the ability to manage competing priorities.	Essential	Interview
Well-developed problem-solving skills and ability to use initiative in resolving routine and complex enquiries.	Essential	Interview
Knowledge of relevant IT packages, information systems and procedures, ability to adapt/transfer skills to use new technology, development and maintenance of websites, eg Office 365	Essential	Application Form
Professional approach to work and work colleagues and an ability to work independently and show initiative.	Essential	Interview
Ability to analyse enquiry trends and contribute to service improvement initiatives.	Desirable	Interview