

POSITION DESCRIPTION

Position Title	Student Liaison Officer
Band & classification	Band 3
Department	Marketing
Location	2 Chandos Street, St Leonards NSW
Reports to	Deputy Marketing Director
Supervision responsibilities	None

Overview of the College of Law

The College of Law Limited (The College of Law) is the school of professional practice for lawyers in Australia and New Zealand. The College has a respected reputation for delivering a wide range of high quality pre-admission and post-admission training programs using online and other learning technology.

The College of Law's mission is to prepare law graduates for admission to practice and to assist legal practitioners in achieving their career goals through postgraduate specialised degree programs and continuing professional development seminars and workshops.

The College functions nationally and in New Zealand with facilities in Sydney CBD, St Leonards (NSW), Brisbane, Melbourne, Perth and Auckland. It services more than 3,000 students annually, making it the leader in legal education and training for professional practice across a competitive environment for legal education services in Australasia.

Job Overview

The primary tasks of this position are to follow up online enrolment applications and enquiries from prospective students for the Practical Legal Training program in all Australian courses.

Primary Responsibilities

- Management of Practical Legal Training leads
 - Add lead information into CRM
 - Contact lead via phone/email as necessary
 - Schedule future lead contact times
- Maximise conversion of online applications to firm enrolments

- Maximise conversion of enquiries to firm enrolments
 - Manage enrolments inbox: on a daily basis respond to all prospective student email enquiries via enrolments@collaw.edu.au
 - For existing students refer the enquiry to the appropriate staff member
- Maximise conversion of handbook requests (online and mail) to firm enrolments
 - Fulfilment of requests for physical PLT handbooks on a weekly basis
- Follow up other enquiries/registrations of interest from careers fairs and other events
- Keep CRM up to date for all leads and enquires
 - Keep detailed records of call and email outcomes
 - Identify and remove duplicate records
 - Convert lead records into account records when students enrol
 - Report any emerging issues as they arise
- Create and send emails to targeted leads to inform them of upcoming and new courses
- Assisting the Student Services Team to answer incoming phone calls when needed
- Maintain effective customer relationships by:
 - Exhibiting College expected behaviours and values
 - Displaying professionalism by enthusiastically responding to client requests
 - Keeping the client fully informed
- Build positive and sustainable relationships with colleagues, stakeholders and customers
- Contribute as appropriate to the ongoing development and improvement of department processes and systems
- Attends and actively participate in all team meetings, information sessions
- Adhere to the College's Code of Conduct, policies and procedures including OH&S

Knowledge, skills and experience required

- Results-oriented with sales experience a bonus
- Excellent verbal communication skills and the ability to deal effectively with prospective students by phone
- Excellent written communication skills particularly via email
- Ability to adapt the approach depending on the individual circumstances of the prospective student
- A strong orientation to the provision of a high level of customer service, including empathy with an ability to communicate with students and staff
- Articulate and methodical with an ability to problem solve and to use own initiative
- Ability to adjust readily to pressures and changes in the work environment and to learn quickly under pressure
- Aptitude to work in a busy Support Centre environment
- Capacity to contribute to team knowledge and development by sharing knowledge with other staff and providing constructive feedback
- Capacity to listen to clients and colleagues and responds to queries and information in a way that demonstrates understanding of the other person's point of view

- Competency in Microsoft Windows environment with experience in using Word, Excel and Outlook; competency in CRM systems advantageous

Qualifications required

- Two years' experience in a telephone sales or customer service environment, such as a Call Centre
- Experience in tertiary education admissions or a legal background ideal but not essential