

JOB TITLE	Lead Qualifying Team Manager
DEPARTMENT	Commercial – Student Management Centre
CONTRACT	Full time, permanent
LOCATION	Manchester
REPORTS TO	Senior Sales & Recruitment Manager

Job Purpose

This is an exciting and demanding role managing the qualification of all leads through multiple channels before they are handled by the Recruitment and Sales teams in the Student Management Centre. The role require you to design and manage processes within the current systems, adding further technology where there is a real benefit to efficiency and managing the performance of the team through agreed upon key performance indicators. The main purpose of the role is;

- 1) To design and manage the processes that will support the qualification of all leads ready for sales contact
- 2) To performance manage a team of Qualifying Specialists through various forms of communication to enhance the quality and volume of the recruitment team's pipeline
- 3) To report back to Senior Managers on the quality and the performance of the leads being handled and the performance of the team
- 4) To offer insight in to the performance of the lead funnel and how this will affect business wide recruitment projections

Main duties and Responsibilities

- Design process enhancements to the current lead qualifying journey that will increase efficiencies when dealing with marketing qualifying Leads
- Continuous reviews of qualifying practice to ensure the necessary volume and quality of prospective students is available to meet the company's goals
- Work with partners within the marketing and sales function to align the lead qualifying journey to business needs
- Monitor calls, communications, reports and dashboards through the CRM to increase insight in to the quality and performance of leads
- Establish KPIs within the team and monitor these daily, weekly and monthly in order to maximise performance of individuals
- Establish parameters within the lead qualifying journey that satisfy the needs of marketing, sales and the student experience
- The ability to forecast lead volume and quality and feed back to senior managers on future requirements that align to business goals

- To set up and manage various channels of communication to qualify leads that includes phone, email, web chat & SMS
- Support with the recruitment, objective setting, coaching and performance monitoring of the qualifying function at BPP
- To provide regular training and feedback to members of the qualifying function that will enhance their skills and behaviours
- To consistently deliver a high quality service to all prospective students in line with agreed BPP student contact service and call handling standards in order to promote continuing student relationships, working collaboratively with the wider recruitment function at BPP.
- To undertake any other duties effectively, as required by Management.

General Responsibilities

- To adhere to BPP Equal Opportunities policy in all activities, and to actively promote equality of opportunity wherever possible
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at work Act (1974) and relevant EC directives
- To adhere to the internal Ethics policy

Skills, Knowledge and Experience Required for Role

Essential

- Educated to degree level or relevant work experience that demonstrates analytical and communication skills
- Experience in managing team performance, objectives and team outputs
- Confident Salesforce CRM user
- Process driven
- A genuine interest in helping students
- Confident user of databases and reporting tools
- Outbound and Inbound Telephone customer service or sales experience
- Experience of working within strict KPIs
- Excellent communication skills, both written and verbal
- Able to build and develop good working relationships across all levels over long periods of time
- Well organised and self-disciplined with the ability to work quickly and calmly under pressure within strict deadlines
- Able to work with speed and accuracy of information
- Outstanding attention to detail
- Able to demonstrate individual accountability
- Computer literate with experience of MS word, excel and email packages
- Ability to work as a team player and on own initiative

Desirable

- Previous experience in Higher Education or a Lead Conversion team
- Understanding of both professional training and HE education
- An awareness of good data management practice e.g. Freedom of Information, Data Protection