**Role Profile: Senior agent and Team Leader - Parent Enquiry Centre (Hybrid location)**

**Purpose**

It’s an exciting time to join Cognita as we are setting up a new Parent Enquiry Centre (PEC) to be the first point of contact for prospective families. Initially we are creating a pilot project to test the concept across 3 to 4 schools. Our aim is to offer a gold standard of telephone customer service to all prospective families by delivering to an agreed set of service and experience standards. Meeting these service levels is just the foundation of the winning formula for the Parent Enquiry Team: in addition to this we are looking for the team to adopt a ‘hospitality’ mindset as we talk to prospective parents about one of the biggest decisions they are ever likely to make. An authentic, warm, and friendly approach that is tailored to every prospective family is what we need.

The role of Senior Agent and Team Leader is to develop a culture that enables the PEC team to thrive, delivering a service that is rated highly by those that experience it. The team must deliver a high conversion rate of quality leads through to our in-school Admissions Managers. It combines sales, customer service and experience disciplines.

**Key Responsibilities**

**Lead the Parent Enquiry Team:**

* Be a great leader who is results oriented but thoughtful, curious and people focused.
* Support the development of the processes and service standards that will underpin the work of the PEC.
* Supporting and mentoring individual team members to follow the agreed working practices including systems and technology.
* Maintain a working knowledge of all schools covered by the PEC to support team members.
* Create a culture of ‘hospitality’ that goes above and beyond good customer service. This means promoting a culture of personalised care that agents innately deliver.
* Delivering the key measures and KPIs (quantitative and qualitative) – 1. Volume of qualified leads 2. Conversion of a lead into a visit at school.

**Act as Senior agent for key, high growth potential schools:**

* Have sole responsibility for one or two key schools which are strategically important.
* Handling first contact enquiries through all channels.
* Capturing parent data including key information about the child’s needs and interests.
* Keeping the CRM system completely up to date.
* Conduct daily briefings with the in-school Admissions Manager/Head.

**Managing reporting:**

* Responsible for developing and managing performance reports.
* Providing daily/weekly management insight to key stakeholders

**Person Specification**

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| **Skills,**  **Capabilities,**  **Attributes** | * Be a nice person who is likeable and can relate easily to others. * Expert sales skills to convert leads into visits without taking a hard sales line. * Process and results oriented. * Enjoys and is energised by interacting with others. * Excellent interpersonal and communication skills including the ability to deal with people on all levels with sensitivity, tact and diplomacy. * Confident and adept use of databases and Microsoft applications e.g. PowerBi and MS Dynamics (training will be provided). * Excellent verbal and written communication skills. * Excellent listening skills. * Team leadership skills as the key to success will be the relationship between the PEC team and the individual schools. |
| **Experience** | * Experience of working within the hospitality sector and how to deliver great customer service. * Experience of selling luxury/high value goods. * Team leadership experience. * Experience of call handling. * Experience of using CRM systems to manage workflows. * Understanding of the competitive schools market would be an advantage. * A suitable qualification – degree level or vocational. |

**Diversity and Inclusion**

We believe having a diverse workforce makes us better, smarter and happier and so welcome applicants from all backgrounds, genders, and races. We have an unwavering commitment to being fair and equitable in our recruitment process.

**Safeguarding Responsibilities**

* To comply with safeguarding policies, procedures and code of conduct
* To demonstrate a personal commitment to safeguarding & student/colleague wellbeing
* To ensure that safeguarding concerns or incidents are reported appropriately in line with policy
* To engage in safeguarding training when required

*Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.*

**Key Stakeholders/partners**

Internal – Role reports to the Head of Parent Experience, School Admissions managers of relevant schools, Pod Head of Marketing and Admissions