**Job Description**

**Job Title:** Customer Relations Assistant

**Responsible to:** Business Development Manager

**Job Purpose:** To be the primary point of contact between NPTC Group of Colleges and its customers dealing efficiently with customer enquiries and providing an exceptional and responsive service.

**Principal Responsibilities**

1. To efficiently operate the College’s Customer Relations Management system and act as the face and voice of the College when dealing with customer contact;
2. To deal directly with inbound calls from new and existing customers and listen and respond to their enquiries ensuring they are retained and acquired;
3. To provide accurate and up to date information on the full range of products and services providing an exceptional and responsive customer service for those who make contact with the College;
4. To have a natural flair for asking the right questions, building a rapport with all types of people and providing a confident approach to all enquiries;
5. To be quick thinking and signpost customer enquiries to the most appropriate delivery department;
6. To provide a professional and responsive service to new and existing customer enquiries received by email;
7. To effectively track customer enquiries to ensure they have been closed down by the enquiry owner;
8. To deal and respond with customer enquiries in line with the College’s Customer Charter;
9. To handle and investigate customer queries and complaints where appropriate;
10. To be an advocate for the College’s brand and contribute to the key performance outcomes of the Business Development Team;
11. To be responsible for the database of customer contacts and communications, transferring data, making sure data is ‘clean’ and up to date;
12. To provide telesales support to reach potential or existing customers during targeted marketing campaigns and events;
13. To provide face-to-face support during customer engagement meetings and events;
14. To provide weekly customer enquiry reports to the Business Development Co-ordinator;
15. To assist the Business Development Manager in ensuring the quality of key aspects such as the CRM system;
16. To provide administration support to the Business Development Team;

**College Responsibilities**

1. To actively promote the Diversity agenda within the College;
2. To promote and ensure safe working practices in line with Health and Safety requirements;
3. To take an active part in all College quality systems;
4. To contribute to and represent the overall visions and values of the College;
5. To comply with all College Information Security (IS) policies and procedures, attend relevant awareness training and apply information security principles when dealing with staff and student information, in line with ISO standard 27001;
6. To comply with the General Data Protection Regulation (GDPR), Data Protection Act 2018 and any relevant statutory requirements when processing staff and student personal data or work related data, and in accordance with any guidance or Code of Practice issued by the College;
7. To adhere to all College policies and procedures;
8. To undertake professional development as required; and
9. To undertake other appropriate duties as required by the line manager.

It should be noted that this job description merely provides a resume of the main duties and responsibilities of the post and will be subject to periodic review in conjunction with your Line Manager and the Human Resources Manager which may lead to revisions in light of the operational requirements of the College.