



English Path Head Office
891 Greenford Road,
Greenford, London,
United Kingdom, UB6 0HE
info@englishpath.com
+44 20 4534 0788

JOB DESCRIPTION

JOB TITLE: Customer Relationship Officer

REPORTS TO TITLE: Head of Direct Sales

BUSINESS FUNCTION/ SUB-FUNCTION: Sales

LOCATION: 1 Clarinda Park N, Dún Laoghaire, Dublin, A96 H5X6, Ireland

ABOUT ENGLISH PATH:

English Path is a rapidly growing, global English language school that empowers students of all ages through language learning and cultural experiences. English Path has expanded significantly since its foundation, establishing modern campuses, and professional learning environments in the UK, Europe, North America, and the Middle East.

We provide a diverse range of courses, including General English, Academic and Exam preparation, and Professional Certificate programmes. Our curriculum is designed to not only encourage students to enhance their language skills, but also facilitates immersion into the local culture through themes which connects the classroom to social activities which take places after classes and are a key part of our offer. We also offer additional ancillary services such as high-quality accommodation, student insurance and transfers.

By joining English Path, you will be immersed in a talented, passionate, and dynamic group of professionals who are focused on one clear vision; to transform lives through education. Find out more about us here: www.englishpath.com.

MISSION:

To provide high-quality, motivating English courses that stimulate and challenge students so they can learn, grow, and excel.

VISION:

To change lives through education that makes a fundamental difference to living standards and access to learning.

ROLE PURPOSE:

As a Customer Relationship Officer at English Path, your primary responsibility will be to drive student recruitment efforts for our language school. You will engage with prospective students, guide them through the admissions process, and provide them with information about our programs and offerings. This role is crucial in ensuring that English Path meets its enrolment targets while maintaining high levels of customer satisfaction.



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ROLES AND RESPONSIBILITIES:

Student Outreach:

- Conduct proactive outreach to prospective students via phone, email, and other communication channels.
- Respond to inquiries from potential students and provide detailed information about educational programs, admission criteria, and benefits.

Consultative Sales:

- Listen to students' needs and objectives to understand their educational goals and provide tailored solutions.
- Explain the value proposition of the institution and how it aligns with the students' career aspirations.

Admissions Assistance:

- Assist students with the application and enrolment process, ensuring they complete all necessary paperwork and meet admission requirements.
- Follow up with applicants to provide guidance, address questions, and track their progress.

Product Knowledge:

- Maintain a deep understanding of the institution's programs, courses, and curriculum.
- Stay updated on industry trends, competitors, and the latest developments in the education domain.

Lead Management:

- Maintain accurate records of all interactions with prospective students in a Customer Relationship Management (CRM) system.
- Qualify and prioritize leads based on their interest and readiness to enrol.

Sales Targets:

- Work towards achieving individual and team enrolment targets to contribute to the institution's growth.

Reporting:

- Prepare regular reports and updates on your sales activities and conversion rates to assess progress and identify areas for improvement.

Customer Relationship Management:

- Foster positive relationships with students and provide ongoing support to ensure a seamless onboarding process.

ESSENTIAL QUALIFICATION, EXPERIENCE AND SKILLS:

Qualification:

- Bachelor's degree in a relevant field is preferred.



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Experience:

- Proven experience in inside sales or telesales, preferably in the education sector.
- Minimum 2 years of relevant experience is required.
- Proficiency in using CRM software and other sales tools.

Skills:

- Fluent in English (essential) and another language (Turkish, Spanish/Portuguese, Italian, French, Arabic or Russian)
- Excellent communication skills and the ability to engage and build rapport with prospective students.
- Self-motivated and target driven.
- Strong problem-solving and negotiation skills.
- Knowledge of the education sector and a passion for promoting education.
- Adaptability and a willingness to learn and grow in a fast-paced environment.

We are looking for people with the following behaviours and attributes:

- Confident, enthusiastic, empathetic, and friendly
- Flexible with a positive 'can do' attitude.
- Professional appearance
- Approachable and friendly manner
- Takes ownership.
- Communicate proactively.
- Are active listeners.
- Are respectful and value students, parents, and other customers.

This Customer Relationship Officer role at English Path is vital for connecting with potential students, understanding their needs, and helping them make informed decisions about their educational future. It requires strong communication, sales, and customer service skills to be successful in recruiting and enrolling students into the school's programs.

OTHER INFORMATION:

The Customer Relationship Officer will also be expected to demonstrate their commitment:

- To EP's values and regulations, including our safeguarding and equal opportunities policies.
- To EP's Social, Economic and Environmental responsibilities and minimize environmental impact in the performance of the role and actively contribute to the delivery of EP's Environmental Policy.
- To their Health and Safety responsibilities to ensure their contribution to a safe and secure working environment for staff, students, and other visitors to the campus.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned.