

Sotheby's INSTITUTE OF ART

Communications and Admissions Officer - London

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| Department: | London Admissions |
| Reports to: | Deputy Director, Global Admissions and Recruitment |
| Location: | London |
| Type: | Permanent |
| Salary: | £26,000 - £32,000 depending on qualifications and experience |

Background

Founded in 1969, Sotheby's Institute of Art - London is among the world's leading postgraduate level institutions offering Master's Degree programmes and Semester, Summer and Short Courses in art scholarship, connoisseurship and art business. Sotheby's Institute of Art - London has a partnership with the University of Manchester, which validates its academic courses, ensuring that it is firmly placed within the UK higher education landscape.

This is an exciting opportunity for someone at an early stage in their career in higher education administration who wishes to gain experience in student admissions and recruitment in an academic environment which is both demanding and stimulating. Candidates must possess excellent oral and written communication skills and be effective team players. Strong organisational and administrative skills are required, together with a flexible, proactive approach to work and a meticulous eye for detail. Applicants must also be able to demonstrate a commitment to good customer service.

Job purpose:

To serve as a member of the London Admissions and Recruitment team and provide excellent customer service to prospects and applicants with the goal of increasing enrolment across our range of programmes and courses.

Tasks & Responsibilities include (but are not limited to):

Lead Conversion

- Take responsibility for the development of the student recruitment communications plan
- To respond promptly to a large volume of incoming enquiries and marketing generated leads both via email and telephone about the Institute, its programmes, and the admissions process
- To build up a detailed understanding of SIA's programmes in order to advise prospective students on the best possible programmes for them
- To build up a detailed understanding of the marketing initiatives that generate leads and how to tailor communications to marketing generated leads
- With excellent attention to detail, the successful candidate should have strong IT skills including experience of preparing and sending mail merges, using spreadsheets and databases, and creating statistical reports.

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Admissions and Recruitment support

- To support the Admissions and Recruitment Team with the daily administration of a busy Admissions Office.
- To process applications from enquiry to offer efficiently and accurately using the Student Information System and CRM
- To support recruiting efforts through information sessions and events
- To support with communication with prospects in preparation for Open Days
- To support with the logistics of recruitment events and relations with agents
- Providing excellent customer-focused service to applicants.
- To meet potential applicants face-to-face and provide information on the range of courses, the admissions process and requirements, and give a tour of the campus.
- To correspond with applicants throughout the admissions process to complete their application files and ensure all documentation is collected.
- To prepare files for new applicants making sure all documentation is included.
- To manage data entry into the in-house database and CRM accurately.
- To arrange interviews with Faculty members and prepare offer packs.
- To support recruitment efforts through Open Days, information sessions and manning a booth at HE fairs.
- To observe current legislation including immigration law, the Data Protection Act and the Disabilities Discrimination Act.
- To undertake training and development activities

Person Specifications / Minimum requirements (essential)

1. Educated to degree level, with some administrative work experience
2. Communication Skills: High level of interpersonal skills with an ability to communicate sensitively, courteously and effectively with a wide range of constituencies, and aptitude to express complicated information clearly both verbally and in writing.
3. Interpersonal Skills: The post is a key point of liaison for prospects, admissions and marketing so you'll need to demonstrate excellent interpersonal skills, including the ability to communicate effectively and build relationships with a wide variety of people, ranging from prospective students to senior administrative staff.
4. Organisational skills: ability to prioritise work, meet deadlines and anticipate peaks in workflow.
5. Service Orientated: Highly customer focused, providing high level of service delivery.
6. Accuracy: Ability to enter data accurately and review all information as required and update accordingly.
7. Ability to work under pressure and manage conflicting priorities, handling a number of tasks at the same time.
8. Ability to work as part of a team as well as show initiative to complete tasks independently
9. Able to work flexible hours as needs arise e.g. staying late to complete urgent work.
10. Flexibility: the ability to be adaptable at all times in an ever changing environment and work with colleagues at all levels of the organisation.

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11. Analytical skills: ability to research issues, good networking skills and ability to interpret data to SIA staff.
12. IT skills: proficient use of Microsoft Office applications including Outlook, Word, Excel and PowerPoint as well as online resources for communication with applicants and students including Salesforce.

The post holder must at all times carry out the responsibilities and duties with regard to SIA's Equal Opportunities Policy and Health and Safety Policy.

Updated: August 2019

Please note the following:

1. **Applicants must be eligible to work in the UK**
2. **Please submit both your CV and a covering letter for this position. The covering letter should detail your interest in this role and the relevant skills and knowledge you feel you can bring to the role and to the Institute.**
3. **Please submit all documents to: vacancies@sothebysinstitute.com**
4. **Please state in your email where you have seen this role advertised.**

Deadline for applications is midnight, Tuesday 10th September 2019