



**PCI College**

Established 1991

## Student Recruitment Executive

### Purpose of this role

The role of the Student Recruitment Executive is to support the Marketing and Student Recruitment Department within PCI College. This role will encompass a variety of elements based around Sales, meeting and exceeding Student Recruitment targets, building PR and networking opportunities and supporting traditional marketing within the department.

### Reports to

Marketing and Student Recruitment Manager

### Hours

Monday to Friday 9 am – 5.30 pm (37.5 hrs a week)

### Location

PCI College, Corrig House, Clondalkin, Dublin 22

### Key Responsibilities

- Work closely with the Marketing team (Student Recruitment and Marketing Manager, Digital Marketing Executive and Student Recruitment & Retention Officer) in establishing clear Sales objectives and targets.
- Manage PCI College enquiries and the enquiry/admissions process in conjunction with the Student Services Department.
- Ensure complete and accurate recording of all enquiries data including clear records for Data Protection and mailing lists
- Produce clear analytical reports on enquiry trends, topics, demographics etc. to inform Marketing budget spend decisions and optimise sales
- Produce a weekly Sales report for Senior Management and the Board of Directors
- Convert face-to-face, telephone and online enquiries into admissions and enrolments, meeting or exceeding targets provided on an annual basis.
- Implement regular outgoing sales, telemarketing, e-marketing and direct mail campaigns as part of the student recruitment process and to develop links with local community and support groups



- Assist in the growth of Tailor-Made-Training contracts and sales numbers by networking and targeted marketing in conjunction with the Student Recruitment and Marketing Manager
- Ensure all promotional media are kept up to date including directories, websites, and links on a daily/weekly basis, ensuring pro-activity and clear responses to market trends and media coverage
- Become the CRM/Click Dimensions Super-User (Expert) within the college across all departments – to include written procedures, improving use and efficiencies and identifying opportunities.
- Assist with Market Research projects and analysis of statistics for planning and development of the Marketing and Sales Strategy to inform the 5-Year plan
- Ensure good Customer Service at all times, assisting applicants with completion of online bookings and addressing and resolving any issues they might have during the full application process
- Apply creative problem solving and analytic skills to provide ongoing insight into student recruitment in the field of Counselling & Psychotherapy, making key recommendations based on the Marketing and Sales Strategy
- Adhere to brand guidelines and values across all touchpoints, ensuring consistent customer and consumer messaging
- Build strong relationships with internal cross-functional teams as well as outside partners
- Manage own time to ensure deadlines are met and workload is prioritised as directed
- Support the PCI Counselling Service ensuring up to date materials are available for the counselling team and student counsellors
- Cover of Reception Duties when required to assist with annual leave cover or emergency cover.
- Represent PCI College at functions as required, including open evenings, expos, public meetings, and similar events
- Adopt a professional attitude and high standard of personal presentation at all times

This is not an exhaustive list of duties and is subject to review on a regular basis.



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## Experience and Qualifications

### Essential Qualifications

- Undergraduate Degree in Marketing or Business discipline, or any Marketing/Sales related degree, plus a minimum of 2 years' experience in Customer Service and Sales

### Essential Experience

- Exceptional IT skills including Microsoft Office 365 packages, Teams etc.
- Excellent use of initiative along with strong time management and demonstrable project management skills
- Excellent interpersonal skills, confidence and professionalism with a friendly and approachable manner
- Exceptional capacity for critical thinking, analysis and attention to detail which must be demonstrable through the application and interview process
- Strong analytical skills, and proven track record in making data-driven decisions to continually optimise performance and determine future sales strategy
- Strong work ethic, with the ability to work well both independently and with an ability to prioritise workload in order to meet constant deadlines and targets
- Applicants must be fluent in spoken and written English
- Full Drivers Licence

### Desirable

- Experience of Microsoft Dynamics CRM and Click Dimensions, including email marketing
- Traditional marketing experience a bonus
- Knowledge of the fields of Higher Education and Counselling & Psychotherapy
- GDPR training and experience