



DAVID GAME
HIGHER EDUCATION

TITLE: Enrolment Advisor (Higher Education Sales)

REPORTS TO: Head of Marketing UK

OTHER KEY RELATIONSHIPS: Head of Admissions and Recruitment, Admissions Officers, Marketing Team, Student Services, Academic Administration.

Summary

As a highly motivated, results-driven Remote Enrolment Advisor, you will be the crucial first sales touchpoint for aspiring students at David Game Higher Education (DGHE). You will guide prospective learners from initial interest to enrolment, ensuring a seamless transition to our Admissions team. This pivotal role involves both inbound sales from marketing campaigns and proactive cold outreach. Your primary goal is to qualify leads, ensuring they meet all entry requirements, are prepared for interviews and English tests (if applicable), and provide accurate financial information. If you possess a passion for education, strong sales acumen, and ethical practice, this is an opportunity to contribute to changing lives through accessible excellence.

Main Responsibilities

- **Lead Management & Conversion:** Engage with inbound leads, proactively generate new prospects, meticulously track interactions in CRM, and manage the recruitment pipeline to achieve Sales Qualified Lead (SQL) status.
- **Sales Qualification & Readiness:** Assess academic background and career aspirations, ensure applicants meet entry requirements (HNDs, Bachelor's, Master's), identify English language feasibility, verify SQL readiness for interviews, and ensure transparent financial planning.
- **Expert Guidance & Support:** Provide comprehensive information on DGHE programmes (content, study modes, fees, progression), demonstrate expertise in UK domestic HE and Student Finance England (SFE), articulate DGHE's unique selling propositions, and address student enquiries empathetically.
- **Compliance & Ethics:** Strictly adhere to all UK laws and regulations (OfS, QAA,

AQF, GDPR), ensure accurate and non-misleading information, and uphold DGHE's commitment to honesty and transparency.

PERSON SPECIFICATION

Essential attributes

- **Higher Education Sales Experience:** Proven track record of achieving enrolment targets in UK higher education, preferably with HNDs, Bachelor's, and Master's degree programmes.
- **UK Domestic Market Expertise:** In-depth knowledge of UK higher education landscape, including Student Finance England (SFE) eligibility and processes.
- **English Language Feasibility:** Ability to quickly identify English proficiency, interpret test results (IELTS, Pearson PTE), and advise on requirements.
- **Communication & Interpersonal Skills:** Exceptional ability to engage persuasively via phone, email, and virtual platforms, demonstrating active listening.
- **Goal Orientation & Resilience:** Proactive, driven by targets, persistent, and motivated in the face of challenges.
- **Time Management & Organisation:** Highly efficient in managing multiple leads, prioritising tasks, and meticulous follow-up in a remote setting.
- **Customer Service Excellence:** Genuine commitment to providing outstanding prospective student experience, addressing needs professionally and reassuringly.
- **Product Knowledge:** Capacity to quickly develop in-depth understanding of all DGHE programmes, admissions requirements, and career outcomes.
- **Ethical Practice:** Unwavering integrity and commitment to providing truthful information and respecting student choices.
- **Digital Fluency:** Comfortable utilising CRM systems and various online communication tools for remote work.

Desirable attributes

- Experience of working with students/applicants from culturally diverse backgrounds.
- [Any other relevant desirable attributes you might want to add, e.g., specific CRM system experience]

Working at David Game Higher Education

Community, Support, Facilities and Resources for staff

DGHE is a leading independent higher education institution committed to academic excellence located in the heart of the City of London. We are strongly committed to equality, diversity and inclusion and dedicated to attracting and retaining the best possible staff. Our staff enjoy a range of benefits and facilities, aimed at fostering a sense of community, enjoyment and fulfilment while working with us.

Core benefits/services/facilities on offer:

- Generous annual leave of 25 days plus college closure days plus public holidays
- Contributory pension scheme
- Salary sacrifice cycle to work scheme
- Interest-free travel season ticket loan
- Free eye tests and contribution to cost of frames
- A range of staff training and development activities
- Other benefits as listed below.

These include:

Health and Wellbeing:

- Employee Assistance Programme via 'HealthAware' (EAP): available 24/7, 365 days a year for staff (and their immediate dependents) supporting general wellbeing and mental health.
- Free Financial, Legal, Medical advice and other family/work matters are available via the Helpline for staff and their dependents - including CBT counselling
- My Healthy Advantage: wellbeing and wellness App (free via EAP)
- TogetherAll: a 24/7 365, anonymous peer-to-peer site supporting mental health, available to all staff using their DGHE email address
- Access to Work (AtW): support if you have a disability or health condition. You can speak with the staff adviser confidentially if you need advice/support in applying for the AtW, or want to know more about it.
- Learning Differences/SpLD (dyslexia/dyspraxia/ADD/ADHD): Staff are offered free, confidential screening for learning differences with follow-up advice and guidance on next steps. This includes screening for Visual Stress and guidance about using AtW to obtain support
- Canteen and staff coffee rooms on-site
- Gym on-site
- Quiet Room
- Regular free staff socials
- Fabulous location in the heart of the City and historical Roman London, Tower of

London and The Gherkin just a 5 minute-walk

- Easy commuting: Liverpool St, Fenchurch St, Moorgate train stations less than 10 mins walk, Aldgate underground half a minute walk, Aldgate East and Tower Hill underground 10 mins walk, as is Tower Gateway DLR, and the area has many excellent bus services within 2 minute-walk.

Financial Benefits:

- Ride2Work Scheme DGHE works in partnership with <https://www.bike2workscheme.co.uk/> offering the Government approved 'Ride2Work Scheme'. The scheme recognises that commuting to work by bicycle will save you money in addition to helping you become healthier and happier
- Interest-free travel season ticket loan
- TOTUM cards (formerly NUS Extra): staff are eligible to apply for this using their DGHE email address - access to many discounts, including 10% shopping at Co-op
- Eligibility for Costco membership
- Apples Product Discount: Anybody who works in the education sector qualifies for a discount on Apple computers. It's not just limited to students, teachers and lecturers, but also covers all other staff members. Offers appear on a regular basis.

Development and Training:

- CPD opportunities (Continuing Professional Development): support for relevant training and conferences, including financial and mentoring support for Academic staff applying for Advance HE (Higher Education Academy) Fellowships
- DGHE Partner Institutions: academic staff teaching on courses with our partner institutions (University of Gloucestershire and Buckingham New University) are able to access their own in-house training programmes free
- E-Learning resources, free on the VLE (Virtual Learning Environment) around wellbeing and other topics of interest common in higher education environments