

Job description

Job title:	Senior JSA training co-ordinator
Responsible to:	Head of the Journalism Skills Academy
Responsible for:	Customer relationships, distance learning sales and administration, course administration, supporting commercial growth
Contacts:	NCTJ's management team and staff Media organisations and journalists Clients and customers Distance learners Trainers and contributors

Summary job objectives

- Overseeing learner relationships (distance learners, CPD learners), providing exceptional customer service and promoting wider training opportunities so that the NCTJ establishes itself as a career-long provider of training for individual learners
- Providing administration and managing end-to-end process fulfilment for all training courses (to include open courses, corporate courses, bespoke programmes, refreshers, tutor workshops), including liaising with appointed trainers and delegates
- Contributing to the commercial growth of the JSA, predominantly by driving sales of distance learning and other training products by developing relationships with existing and potential new customers
- Overseeing key administration tasks for the JSA, including book sales and jobs board

Job responsibilities

1. Responsible for creating and nurturing positive relationships with learners, delegates, clients and trainers. The expectations for this are as follows:

- First point of contact to existing and prospective learners and customers
- Efficient and responsive to customer queries to ensure potential sales are not lost – including via email and on the phone
- Actively promote the work of the JSA with existing customers to secure further sales (in line with sales KPIs)
- Manage customer database by ensuring Hubspot lists and contacts are up to date
- Manage customer feedback loop with oversight of feedback process to and from learners and delegates

2. Oversee administration and end-to-end fulfilment of training, with focus on the following:

- Effectively and professionally manage all courses including open courses, bespoke courses, tutor workshops, exam refreshers and other events (eg webinars)
- Follow processes and workflows correctly; identifying opportunities to improve those processes, as appropriate
- Liaise with appointed trainers and clients to deliver bespoke training courses
- Manage the open course schedule, in consultation with the head of the JSA, ensuring the dashboard and website is up-to-date
- Liaise with appointed trainers to ensure open courses are managed efficiently, including producing and issuing trainer briefs
- Liaise with delegates for all courses, providing exceptional customer experience
- Produce and distribute delegate briefs and feedback forms
- Provide administration for contracts, working with the head of the JSA
- Managing invoicing to clients and ensure invoices are paid on time, liaising with the NCTJ's head of finance and the head of the JSA

3. Drive sales of training products to support the commercial growth of the JSA. The expectations for this are as follows:

- Proactively seek opportunities to upsell training products to existing customers, aligned with JSA targets
- Secure new distance learners each month by being responsive to queries and proactively following up on previous queries
- Proactively seek bookings for tutor workshops, refreshers and open courses, working with marcomms and awarding teams
- Identify potentially high-value customers and highlight to head of the JSA
- Manage distance learning income, responding to registrations and ensuring invoicing is managed effectively and efficiently
- Manage the jobs board, working with the marketing team

4. Responsible for the administration of the JSA, specifically:

- Manage books including customer orders, bulk orders and book stock
- Manage all training orders via website, keeping spreadsheets up to date
- Producing weekly business update for the senior management team
- Manage tutor support bookings

5. Establish and foster positive working relationships with the NCTJ team – this includes working closely with the JSA team and communicating effectively with the wider team, particularly on relevant matters such as distance learning and workshops

6. Assist with day-to-day administrative duties in the NCTJ's offices including answering general enquiries on the telephone.

7. Represent the NCTJ at external meetings and events as required.

8. Undertake additional duties as required.

October, 2024