

Hello, we're The English Studio!

The English Studio is a language provider passionate about delivering life changing experiences that really make a difference to our customers worldwide. We are a young, energetic, fun and fast-paced business to work for and we offer excellent opportunities to ambitious people (like us!). Diversity is at the heart of our business as we welcome students to our schools from every corner of the globe on a daily basis. We apply the same ethos to our staff – our London and Dublin based teams bring expertise from all over the world which contribute to an exciting, dynamic and forward-thinking environment. If being part of our successful team sounds like an opportunity you don't want to miss, then this role might just be for you...

We're looking for an organised, detailed and communicative Direct Sales Team Leader (Dublin) who will complement our fast-growing sales function at our Dublin school. This Dublin based role is key to the overall performance of a team working across multiple international source markets. Acting as first response to our direct business when dealing with student leads through various online marketing channels, on the phone or face to face right here in our school. The successful applicant will be meticulous with processes, have firm attention to detail and the ability to work well under pressure. Serving the needs of our students in different languages with varying degrees of proficiency in English, this will be both challenging and rewarding to the right candidate. An exciting opportunity for someone that thrives in a fast-paced environment, has an excellent customer service track record and an ambition to develop within sales.

Direct Sales Team Leader - Dublin

Summary

Reporting to the Head of Business Development, the Direct Sales Team Leader should pose the ability to multitask throughout their working day ensuring exceptional service is delivered to our students whilst sales targets are consistently achieved. Communication is key to this role and the confidence to work on the phone, with our online chat function, via email and in person, this is a fun and varied role. The ability to speak multiple languages is preferred to support perspective students through the sales process. The successful candidate will be a self-starter, quick learner and be able to work with our imbedded CRM system Salesforce following initial training. Due to the financial responsibilities of the role it is important to have excellent attention to detail and quickly become proficient in the process to generate invoices and reconcile student accounts. Sales team members will have an extensive knowledge of the product which makes for positive conversations with students and the skill set to guide customers to making informed choices on their future courses, accommodation and exams options. The successful post holder will be an excellent communicator, possessing the ability to lead a team to achieving targets through excellent problem-solving skills, team work and coaching.

Key responsibilities

- Assign leads to direct sales team members in Dublin
- Check for student requests among the leads which need to be assigned to the correct department to solve the request
- Checking the "Lead Status + Owner" dashboard to guarantee that leads are being contacted by Sales Execs and that new leads aren't assigned to Execs that have uncontacted new leads under their name
- Assist the Dublin direct sales team with queries and problems that come up during the sales process
- Filter out old leads to be contacted (from previous staff, etc)

- Check LiveChat and Facebook chat to guarantee that there is at least 1 member of staff from Dublin logged on to reply to queries during commercial hours
- Assist members of the team when dealing with a difficult situation, which there is no procedure created or the staff doesn't know how to proceed
- Work to improve policy and processes as the dept. evolves, keep supporting training documents up-to-date and ensure all team members have the relevant tools to achieve targets
- Ensure dept. is following procedure compliant with external bodies guidance; INIS, ILEP, GNIB and ACELS
- Work closely with the Head of Business Development and Digital Marketing Manager to ensure the pipeline will deliver monthly sales targets
- Train, coach and develop other sales execs through the lead conversion process, sharing best working practices and tackling challenges-to-sale as a team
- Hit sales targets through new business, course extensions, ad-ons, up-selling and focusing on strategic initiatives to maximise revenue opportunities
- Understand the local market, conduct competitor analysis projects and ensure yourself and the team have excellent awareness as to our position within the market
- Conduct weekly team meetings, relay performance vs. targets, incentivise the wider team and keep close contact with London based counterpart
- Building relationships with existing and new customers to increase positively impact sales performance
- Work with the company contact strategy to optimise sales conversion through assigned leads
- Champion a sales through service approach to lead conversion, relay LiveChat service metrics and student feedback survey results on a regular basis to ensure performance vs. target is achieved
- Coordinate holidays with members of the Dublin sales team, to guarantee that the team is left with 1 person on duty, when 2 are off on the same day
- Coordinate working schedules to guarantee that there are always enough people on duty

What we're looking for

- Native English skills both spoken and written
- Outstanding communication, presentation and interpersonal skills
- Ability to work to strict deadlines delivering excellent results
- Proven track record in outstanding customer service and experience in sales
- Hard working, well organised, enthusiastic, creative, forward thinking and fun-loving
- Flexible approach to teamwork
- The ability to speak multiple languages fluently
- Ability to lead the team and serve as the team's main point of contact to deal with queries and issues related to students and processes

What's on offer?

- Competitive salary
- Holiday entitlement of 20 day per year plus national holidays
- Cycle to work scheme
- Tax saver commuter ticket scheme
- Career progression opportunities
- A fun, friendly, forward-thinking and fantastic work environment

If you believe yourself to be a great fit for this role then you may well be just who we've been waiting for. Please send your CV and a cover letter to giuliana.bonvini@englishstudio.com