

JOB DESCRIPTION

Job title: Course Advisor

Grade: 4

Responsible to: Falmouth Online Recruitment Manager

Date: September 2025

Job purpose To actively engage and nurture our future students through every step of their journey. Providing expert advice and information about our online course portfolio and the application process.

The post holder will be responsible for assisting in the implementation of a carefully planned programme of conversion activities for prospects, applicants, and offer holders to meet set recruitment targets

Main duties and responsibilities

- Undertake intense student recruitment activity by email, webinars, telephone and other platforms with students, to maximise lead and enquiry conversion for courses and meet defined student recruitment targets.
- Ensure that direct student recruitment enquiries and direct applications are converted via focused follow-up activity.
- Work closely with the UK regional and international student recruitment team to follow-up generated enquiries in CRM when necessary.
- Record and maintain student enquiry management opportunities using the CRM system to ensure accurate student recruitment information and a clear visibility of results and the current student recruitment status.
- Collaborate with the admissions team to ensure fast, efficient and effective follow-up of applications to improve conversion rates, attain student recruitment outcomes and provide high standards of customer service.

- Work closely with the Senior Course Advisor and broader recruitment team to support and deliver conversion activities such as live Q&As, webinars, presentations and Student Ambassadors.
- Develop a strong understanding of Falmouth's entry requirements, overall USPs, 2030 strategy, subject provision and course portfolio at postgraduate and undergraduate study levels and use this knowledge to effectively promote Falmouth to students, parents, study partners and key influencers.
- Work with a level of autonomy using initiative to determine priorities and work effectively with senior colleagues.

General Duties and Responsibilities

1. To perform to high professional standards.
2. To manage independently any errors or concerns at the earliest opportunity or notify a senior member of staff as appropriate.
3. To be responsible for your own continuing self-development.
4. To undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the University's business without altering the nature or level of responsibility involved.
5. To work within and actively support the equality and diversity policies and practices of Falmouth University.
6. To participate in the University's Annual Performance Development Review Process.

Health & safety requirements

In relation to health and safety, you are responsible for ensuring that:

- You comply with safe systems of work in operation within your work area.
- You work co-operatively with other staff who have responsibility for health and safety requirements.
- You report any health and safety concerns to your manager or other responsible member of staff as soon as these are identified.
- You attend training as appropriate to your role (see the relevant health and safety training grid for requirements).
- You may be required to undertake duties as a first aider (for which a separate allowance is paid).

Health and safety at Falmouth University

The University takes health and safety matters very seriously. All staff have a responsibility to take reasonable care for the health and safety of themselves and others who may be affected by their actions and omissions. They also have a duty to comply with the University arrangements for health and safety. Staff with responsibility for others must ensure the

proper enactment of University policy within their areas in line with levels of responsibility set out in the University's Health and Safety Policy.

PERSON SPECIFICATION

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Attributes	Essential requirements
Education and qualifications	<ul style="list-style-type: none">• A good general level of education
Experience and knowledge	<ul style="list-style-type: none">• Recent or relevant proven experience in a commercial or marketing environment• Proven ability to meet objectives• Demonstrated ability to communicate, present and influence• Proven ability to articulate the distinct aspects of a product and/or services portfolio and position them against competitors
Skills and personal requirements	<ul style="list-style-type: none">• Passionate about results• Resilient under pressure• Excellent listening, negotiation and presentation skills• Excellent verbal and written communications skills• Self-motivated and energetic