



JOB DESCRIPTION FOR TEAM LEADER

Roles and Responsibilities

- 1. Team Management:** Provide leadership, guidance, and support to a team of admission counsellors, fostering a positive and collaborative work environment conducive to achieving team goals and objectives.
- 2. Performance Monitoring:** Monitor the performance of admission counsellors, setting clear performance expectations, and providing regular feedback, coaching, and mentoring to help counsellors improve their skills and achieve their targets.
- 3. Workflow Coordination:** Coordinate the workflow and distribution of leads, inquiries, and tasks among team members, ensuring equitable workload distribution and optimal use of resources to maximize efficiency and productivity.
- 4. Training and Development:** Develop and deliver training programs, workshops, and professional development sessions to enhance the skills, knowledge, and competencies of admission counsellors, equipping them with the tools and resources needed to succeed in their roles.
- 5. Goal Setting and Target Achievement:** Collaborate with senior management to establish team goals, targets, and performance metrics related to enrolment, conversion rates, and other key performance indicators, and work with counsellors to develop action plans to achieve these targets.
- 6. Quality Assurance:** Conduct regular quality assurance reviews of admissions processes, documentation, and customer interactions to ensure compliance with institutional policies, regulatory requirements, and industry best practices, and implement corrective actions as needed.
- 7. Problem Solving and Conflict Resolution:** Address any issues, challenges, or conflicts that arise within the team, including student inquiries, application discrepancies, or performance concerns, and work proactively to resolve issues and maintain a positive team dynamic.



8. **Data Analysis and Reporting:** Analyze admission data, trends, and performance metrics to identify areas for improvement, assess team effectiveness, and make data-driven recommendations for process enhancements, resource allocation, and strategic planning.
9. **Admissions Strategy Development:** Contribute to the development and implementation of admissions strategies, marketing campaigns, and recruitment initiatives aimed at attracting and enrolling qualified students, leveraging market insights, competitor analysis, and industry trends to inform strategic decision-making.
10. **Technology Utilization:** Leverage technology platforms, CRM systems, and admissions management software to streamline processes, track student progress, and generate reports, optimizing the use of technology to enhance efficiency, data accuracy, and user experience.
11. **Compliance and Ethics:** Ensure adherence to ethical standards, confidentiality protocols, and regulatory requirements governing student admissions and enrolment practices, maintaining integrity, transparency, and fairness throughout the admissions process.
12. **Professional Development:** Stay abreast of developments in higher education, admissions counselling, and enrolment management through participation in professional associations, conferences, and continuing education programs, and share knowledge and insights with team members to foster continuous learning and growth.
13. **Customer Service Excellence:** Promote a culture of customer service excellence and student-centered support, prioritizing the needs, concerns, and aspirations of prospective students and their families, and championing a personalized, empathetic approach to admissions counselling.