

# Contact Centre Agent

## HEP Level 4

<b>POSITION NUMBER</b>	954869
<b>ORGANISATIONAL UNIT</b>	Brand and Marketing
<b>POSITION REPORTS TO</b>	Team Leader Contact Centre
<b>OVERALL PURPOSE</b>	The Contact Centre Agent plays a crucial role in providing exceptional customer service to students and stakeholders of Victoria University (VU). The role involves handling inquiries, resolving routine issues, and delivering information about various student-related matters. The Contact Centre Agent is responsible for maintaining a positive and helpful interaction with callers while efficiently navigating student business systems to provide accurate and timely assistance. The role supports the Student Services and Student Administration and the Brand and Marketing department in driving collaboration across the institution in pursuit of excellence in student lifecycle activities.
<b>ORGANISATIONAL CONTEXT AND RELATIONSHIPS</b>	<p><b>Within the University the position:</b></p> <ul style="list-style-type: none"> <li>◆ Works closely with other Contact Centre Agents, Team Leaders and the Brand and Marketing Team.</li> <li>◆ Works with all other areas of the University including Colleges, Victoria University TAFE, Victoria University International and Trans National teams, Equality Inclusion and Belonging Team, Employability and Success and VU International.</li> </ul> <p><b>Outside the University the position liaises with:</b></p> <ul style="list-style-type: none"> <li>◆ Vendors for key student systems and delivery partners as required.</li> </ul>
<b>LOCATION/CAMPUS</b>	The position is located at the Whitten Oval Campus of the University. The position and incumbent may be relocated to any other existing or future University work locations where it conducts its operations.

### KEY CAPABILITIES

Victoria University is committed to building core capability across VU through investment in our staff, our systems and our processes. We will develop the capabilities of our staff to:

**Deliver** – Excellence Results-driven, accountability, problem solving focus.

**Engage** – Customer service mind-set internally, externally and particularly for students.

**Collaborate and Partner** – Build successful relationships, communicate effectively, influence and negotiate.

**Innovate** – Entrepreneurship, growth, continuous improvement, digital transformation.

**Lead** – Inspire direction, lead change, manage and develop people.

People and Culture use only

## OUR ORGANISATION

Victoria University (VU) is a dual sector (higher education and TAFE) tertiary institution based in Melbourne, Australia. VU has academic colleges, each covering a broad discipline of study, and several research institutes and research centres. The University has campuses in Melbourne's CBD and western region, and international campuses in Sydney and Brisbane. It also offers courses at partner institutions throughout Asia. Almost 43,000 students, including around 14,000 international students, study VU courses worldwide. In 2016, VU celebrated its 25th anniversary as a university, which also marked its 100 years as an educational institution.

## ORGANISATIONAL UNIT

The Marketing portfolio is made up of: Brand & Marketing, Digital & UX and Student Recruitment. This role is part of the Brand & Marketing team. The Brand & Marketing team is comprised of four key functional areas incorporating Brand & Content, Marketing, Marketing Automation and Student Experience. The Purpose of the Brand & Marketing team is to drive brand, reputation, student acquisition and student experience for Victoria University, by using market and customer insights to deliver high quality brand and marketing activities and campaigns across all channels, including an integrated lead generation and nurture marketing automation program of work and student experience Voice of the Student program and student experience strategy.

## MAJOR TASKS AND ACCOUNTABILITIES

- ◆ Provide high-quality, accurate, timely and documented advice to students on a range of general matters (e.g. course information, administration, admissions, enrolment, fees, scholarships) and on using student systems (e.g. online enrolment and the MYVU Student Portal), exercising judgement in performing duties in the most efficient and appropriate manner and ensuring that actions are consistent with regulations and processes.
- ◆ Handle inbound / outbound calls and inquiries from students and stakeholders professionally and efficiently, navigating student business systems quickly and effectively to provide accurate information and assistance.
- ◆ Document and log all customer interactions accurately in the contact centre system.
- ◆ Where an issue is identified, through student inquiries regarding enrolments, fees, timetabling, and other related matters, act to resolve the problem, or where appropriate, refer / escalate to Student Advisors and Team Leaders for resolution.
- ◆ Apply sound interpersonal, written and oral communication skills and the ability to interact with individuals from diverse backgrounds to provide student service at the performance and quality standards defined in the Student Services Customer Service Framework and the Student Advising Model.
- ◆ Maintain up-to-date knowledge of university policies, procedures, and services, where possible, anticipate problems before they arise in their area of responsibility.
- ◆ Liaise effectively with organisational units and staff beyond the immediate unit to gather routine information, keep informed and contribute to the requirements of the organisational unit.
- ◆ Collaborate with other Contact Centre Agents to share information, provide feedback on common issues to contribute to the continuous improvement of contact centre processes and improve service delivery.
- ◆ Resolving student queries at first contact where possible and understanding when to refer to more specialised staff or services.
- ◆ Exercising good judgement, sensitivity and discretion when dealing with personal or private student matters, effectively applying an understanding of relevant policies and procedures to confidently and

correctly advise students.

- ◆ Achieving individual and team objectives within specified timelines, handling a high volume of inquiries and maintaining quality service while operating within complex and changing organisational structure.

## LEVEL OF SUPERVISION

- ◆ Operates under routine supervision/general direction from the Team Leader Current Students.

## PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

- ◆ Excellent understanding of the student lifecycle and experience for diverse cohorts including TAFE, Higher Education and Research students.
- ◆ Aptitude or ability to work with relevant University student systems and databases.
- ◆ Knowledge and experience of MS Suite including Word, PowerPoint and Excel
- ◆ Current, detailed knowledge and understanding of university policies and procedures, how these interact and apply to students.

## KEY SELECTION CRITERIA

### Essential

1. Knowledge or Training Equivalent to: Completion of a trades certificate; or Completion of Year 12 with relevant work experience; or equivalent relevant experience; or a combination of relevant experience and education/training.
2. Ability to work effectively in a team environment, working together with a common purpose and commitment to quality client/customer service to achieve the team's goals.
3. Well developed interpersonal, verbal and written communication skills, including the ability to interact effectively and maintain confidentiality with a diverse range of staff and students in a University environment in order to meet the position objectives.
4. Proficiency in all aspects of word processing, including Microsoft Word, Excel, Access and Outlook, together with the skill base to quickly gain working knowledge of any University based online system and the ability to navigate and use computer and customer relationship management systems efficiently and effectively.
5. Demonstrated ability to organise and prioritise workload in a busy/demanding environment and complete competing work tasks within specified timeframes, with ability to handle high-pressure situations with a calm and professional demeanour.
6. Demonstrated adaptability and flexibility in responding to changes in technology, system updates, and evolving training needs, ensuring training programs remain current and relevant.
7. Demonstrated capacity to understand and comply with employer policy and practices in all aspects of work and conduct, including OHS and Anti-Discrimination responsibilities and complete/attend relevant training.

