

Job Description:

Front Desk and Student Support Specialist

Work Location: Alliance Française de Pune, Campus Kala Chhaya, Pune

Reporting to: Marketing and Development Manager

Full time, 40h

Deadline: July 20

Application to be sent to: director.pune@afindia.org and courses.pune@afindia.org

Key Responsibilities:

1. Managing Inquiries and Welcoming Prospects

- Professionally and accurately handle phone calls, emails, and in-person inquiries regarding courses, cultural events, and international exams.
- Provide targeted and tailored information to meet prospects' needs, emphasizing the benefits of our services.
- Welcome and guide visitors on tours of the premises, including the library, educational spaces, and cultural areas, to showcase the value of the services offered.

2. Lead Management and Conversion

- Maintain and enrich a well-structured database of prospects, including phone calls, emails, demo class participants, event attendees, and digital campaign leads.
- Conduct regular and personalized follow-ups to convert leads into enrolments.
- Collaborate with the Marketing Manager to plan, create, and prioritize daily or weekly lists of target prospects to contact, according to key periods throughout the year.
- Actively participate in promotional campaigns (mailings, outbound calls, targeted promotions).

3. Enrolments and Transfer Administration + Placement test

- Manage session transfer requests, including fee calculations, database updates, and student communication.
- Send enrolment confirmations, logistical information, and Zoom links for online sessions.

- Ensure rigorous follow-up on enrolments to guarantee a smooth experience for students.
- Create and manage Zoom sessions for placement tests in coordination with the teachers' schedules. Inform students and teachers about the test details. Communicate the results to students to confirm their registration.

4. Support for Sales Development and Prospecting

- Conduct proactive calls to identified prospects to promote courses, events, and international exams.
- Participate in ad hoc initiatives to increase the visibility of the Alliance Française.
- Propose innovative ideas to enhance the customer experience and build student loyalty.

5. Reporting

- Accurately input all information into internal tools (AEC, Excel, internal databases).
- Provide weekly and monthly reports on inquiries received, the number of prospects contacted, conversion rates, and actions undertaken.
- Maintain proactive communication with the marketing and teaching teams to share prospect and client feedback, identify emerging needs, and support the adaptation of commercial strategies.

Skills and Qualities Required :

- **Interpersonal Skills:** Strong sense of hospitality, excellent client interaction, ability to respond empathetically and professionally to inquiries.
- **Sales Skills:** Experience in sales or teleprospecting, ability to identify client needs and offer tailored solutions.
- **Organization and Attention to Detail:** Effective database management, ability to prioritize tasks and meet deadlines.
- **Linguistic Skills:** Proficient in both English and Marathi (written and spoken). Knowledge of additional languages is an advantage.
- **Technical Skills:** Proficiency in office tools (Excel, Word, Outlook, AEC) and client relationship management (CRM) systems or databases.
- **Proactivity and Autonomy:** Ability to propose initiatives to boost sales and enhance client reception.

