



JOB DESCRIPTION

TITLE: Franchise Executive

RESPONSIBLE TO: Franchise Manager

HOURS OF WORK: 35 hours per week (5 days a week, Monday to Saturday)

1. Purpose of the job

- 1.1 To handle and take responsibility for all inbound student recruitment calls, inbound and outbound franchise recruitment calls and all associated administrative and reporting processes.

For Franchise Recruitment enquiries which make up 90-95% of the role, this is to include but not limited to answering questions and providing detailed and accurate information on Kumon and our franchise business, engaging and building relationships with candidates and supporting candidates from their initial enquiry through to the point of signing their franchise agreement.

2. Line Management Responsibilities

- 2.1 None

3. Duties and Responsibilities.

- 3.1 To build relationships with enquirers from their initial point of contact with the Centre Network Development team, in line with clearly defined targets for booking candidates onto a recruitment event.
- 3.2 To successfully engage candidates through longer, relationship-building conversations which explain and sell the franchise offer by linking it to the product value of Kumon and the development of potential in students.
- 3.3 To ensure the necessary length of time is taken in sales calls to conceptualise and reinforce the role of an Instructor.
- 3.4 To grade candidates as they speak to and focus attention on those enquiries with the highest potential to be successful through the recruitment process. This may include diarising follow-up contact across multiple platforms including phone, email and social media. This may also involve working across departments where external input can aid the evaluation and sales process.

- 3.5 To be a single point of contact and ongoing personalised support and communication to all candidates from the moment they are booked onto a recruitment event. This would include but is not limited to; ensuring a high rate of candidate attendance at events, helping them research the opportunity, facilitating visits to existing study centres, greeting candidates at their training sessions whenever possible, and answering any questions they may have.
- 3.6 To support the Franchise Account Managers (FAMs) in selecting candidates for recruitment events and when required through attendance at events or handling online questions throughout webinar meetings.
- 3.7 To assist with the initial assessment of candidates, whilst also acting as an effective bridge between initial contact and follow up post recruitment events.
- 3.8 To provide a link with the Brand Marketing Communications Executives on pre-opening promotional plans – contributing to the thought-leadership on the most effective means of supporting individual candidates based on their in-depth knowledge of the candidate's skills and experience.
- 3.9 To work with the Franchise Account Managers to assist potential Instructors in their completion of their Kumon Business Plan, which may include providing generic guidance on timeframes for the submittal of key documents and conducting post enquiry follow up with candidates not yet booked on for a recruitment event.
- 3.10 To target all past enquirers in relevant locations when we are looking for a new Instructor for an existing centre ('Takeovers'). This is to include supporting FAMs and being the interface with Brand Marketing in terms of promoting specific takeover dates and providing insight into the locality and the most suitable candidates based on their knowledge of the available enquirers.
- 3.11 To support the Commercial Manager in liaising with potential commercial candidates throughout their application process.
- 3.12 To provide; blog story candidates, feedback on advertising sources and promotional activity, make recommendations for future marketing relevant to specific locations and based on analysis and feedback from candidates.
- 3.13 To be an integral part of the planning and implementation of Kumon's Lead Management System (LMS), including providing feedback and insights at every stage to fine-tune the resulting system.
- 3.14 To be an expert in enquiry handling and developing training that helps Instructors handle student enquiries with skill, ease and efficiency.

- 3.15 To be an integral part of the development of marketing campaigns for Franchise Recruitment. Using knowledge of where existing candidates have come from to be an invaluable resource in defining future campaign media plans and providing regular input to the marketing and FR teams to enable a faster response to issues and evolution of the offer.
- 3.16 To facilitate post event and post enquiry surveys in order to assess the candidate experience from initial enquiry through to the last point of contact.
- 3.17 To manage Kumon promotional stock and materials: working collaboratively with the Campaign Manager to create the most compelling messaging based on their insight.
- 3.18 To track and report on the impact of LMS email and text campaigns.
- 3.19 To develop the lead grading system for LMS.
- 3.20 To be the first point of contact for student recruitment, recruitment, schools, press and media and other general enquiries, ensuring call quality parameters are met and exceeded at every touch point.
- 3.21 To work with, abide by and positively promote all Kumon's policies and procedures.
- 3.22 To maintain confidentiality at all times in accordance with company policy, data protection and privacy legislation.
- 3.23 There may be a necessity for working outside of normal working hours and traveling throughout the UK including the Republic of Ireland as and when required.
- 3.24 To carry out reasonable duties as and when requested by your line manager and any other senior management member.

This job description outlines the general ways in which it is expected you will meet the overall requirements of this post.

The list of tasks is not an exhaustive or exclusive one and duties may be varied from time to time. This job description is subject to regular review.

Reviewed March 2017

PERSON SPECIFICATION

Franchise Executive

ATTRIBUTE	ESSENTIAL	DESIRABLE
EXPERIENCE	<ul style="list-style-type: none"> ▪ Experience of working in an inbound and outbound call centre or recruiting/sales environment. ▪ Experience working to targets. ▪ Experience of liaising with stakeholders at all levels 	
EDUCATION		<ul style="list-style-type: none"> • Degree educated
PERSONAL ATTRIBUTES	<ul style="list-style-type: none"> ▪ Excellent verbal and written communicator ▪ Professional manner ▪ Enthusiastic ▪ Positive ▪ Ability to work to deadlines ▪ Excellent negotiation skills ▪ Well organized 	
KNOWLEDGE AND SKILLS	<ul style="list-style-type: none"> ▪ Have excellent written and verbal communication skills ▪ Ability to build a rapport with customers on the phone and in person ▪ Ability to work as a team member whilst at the same time work on own initiative. ▪ Ability to comprehend and make inferences from written material. ▪ Ability to produce clear and concise reports ▪ Ability to work autonomously. ▪ Ability to manage and schedule large and varied workloads. ▪ Computer literate in a variety of packages including Word, PowerPoint and Excel 	<ul style="list-style-type: none"> • Previous experience within either a supplementary education or franchise environment
OTHER	<ul style="list-style-type: none"> ▪ Flexible approach to working hours. ▪ Willing to travel across the UK and Ireland to our franchises, regional offices and events as and when required. This may require occasional overnight/weekend stays. ▪ Appreciation of Customer Care. 	<ul style="list-style-type: none"> ▪ Full driver's license and ability to drive.
INTERESTS	<ul style="list-style-type: none"> ▪ Genuine interest in supplementary education and unlocking potential in children 	