OVERALL PURPOSE OF THIS JOB:

To ensure the professional general management and excellent performance of the Campus and in terms of its facilities, staff, growth of the business (sales), overall finances and student service delivery.

KEY RESULT AREAS:

Implement the national sales strategy and achieve Campus sales targets

Coordinate and manage the implementation of the Schools Marketing & sales strategy for the Campus to receive enquiries for the Campus
Coordinate and Manage the enquiry management system in conduction with the sales team
Coordinate and manage various events at the campus to generate exposure and enquiries for the campus.
To make sure that the sales process is being followed at the Campus.
Maintenance of enrolment database spreadsheet process.
Management of sales in terms of converting enquiries to sales.
Accepting and receipting of Application Fees and Course Deposits.
Managing, training and motivating sales team to achieve their sales targets.
Identifying opportunities for extra revenue / new business generation

Effective management of cost control of Campus financials, as well as Debtors management – to ensure profitability and sustainability

Maintain financial policies and processes with in the campus.
Manage the Campus as profitable as possible.
Manage the financial targets for the Campus.
Report on any variances from the financials on a monthly basis
Monthly income and expenditure management.
Budget Control.
Petty Cash Control and Banking as per process.
Credit Card Control.
Management of all Campus costs.
Ensure effective debtors management and bad debt collection.
Ingredients orders according to budget allocation.
City & Guilds Exam registration.
Assets management and control.

Management of System Administration and facilities in and around the campus
Ensure that facilities are neat and all areas maintained and in a workable condition and according to Health and Safety Regulations.
Meeting and negotiating with external suppliers and industry partners.

To comply with accrediting bodies and have a high standard of quality and excellence
Quality control with lesson plans and evaluations.
Adhere to the Academic Calendar and study schedules as provided by the Academic Department
Ensure that all POE’s and POA’s are updated as per schedules in accordance to the City & Guilds Centre and QCTO Guide.
Managing and monitoring all audits.
Evaluation of Lecturers in order to improve the quality of education rendered.
Managing and monitoring Learner Master Spreadsheets.
Ensure Campus staff, students and equipment comply with Health and Safety regulations.
Managing and monitoring of industry placement handbook for industry placements.
Comply with monthly stock control (equipment and ingredients) procedures.
Ensure that all cancellation processes are being followed to minimize the risk to the company.

Manage performance of Campus staff
Review and update staff’s goal setting a regular basis.
Conduct performance coaching by monthly
Identify training needs and address.
Monitor the performance of the staff against goal setting.
Ensure that a working environment is created which promotes high levels of performance and addresses under-performance.

Ensure the Company/Campus Social Responsibility initiatives are supported
Ensure Campus (Staff and students) participate in community projects & initiatives and others
Ensure the Campus participates in the wellness initiatives monthly

Implement Customer Relationship Management Strategy at the campus
Drive an atmosphere of a customer centric environment at the campus with both staff, students, parents, industry and suppliers
Receive customer feedback through various interactions eg. group students discussions, parent meetings, industry visits
Act quickly and timelessly to any student complaints
Create an active student life experience for students on campus

QUALIFICATION REQUIREMENTS:
3-year qualification in Business or Hospitality Management / Sales & Marketing.
Post-Graduate in Hospitality Management advantageous.

COMPETENCIES REQUIRED:
Problem solving
Business Acumen
Conflict Management
Time management
Leadership
Advanced communication skills
Ability to Deal with Changes Effectively
Interpersonal skills

EXPERIENCE REQUIREMENTS:
At least 3 - 5 years’ experience in branch management activities.