



JOB DESCRIPTION

Job Title	Education Consultant
Date	July 2016

Background

Tutor Doctor is a simple business made up of three interrelated work-streams: tutor recruitment, demand generation and customer management. In addition to the day to day management of these three areas, the other crucial activity is the “Consultation” where we meet the students and their parents for the first time. This session is crucial to our understanding the needs of the students and also to get the customers (both in an actual, commercial sense as well as an emotional sense) to feel happy with the Tutor Doctor programme.

The output of this session is a signed enrolment form and a consultation report which will be the basis for subsequently matching the right tutor to the student.

Success at this consultation varies, but conversion from a lead to an actual signed-up customer has in the past been over 80%. It is *not* a hard-sell session as the parents and the students have expressed a clear interest in our service and have been told of the pricing. This session is about gathering information, confirming their commitment and completing the necessary administration.

As the business expands, we need to increase our team by the addition of one or two Education Consultants who are able to carry out the consultation on behalf of the business to enable us to keep up with demand. The number of consultations varies according to the time of year but typically can be 3-5 per week.

The Role

The purpose of the EC role is to sign up new customers by conducting initial consultations in students’ homes. No teaching is involved.

Main Activities of Education Consultant:

- Lead the consultation which will uncover the needs for the student via discussions with all involved parties and facilitating written assessments as appropriate. The appropriate assessments will be provided.
- As the representative of Tutor Doctor, to demonstrate the quality of service they should expect and to clarify the benefits of using Tutor Doctor via the “CARE-process” which will be described in full.
- To complete paperwork at the consultation, confirming the commitment of the family via a signed Enrolment form, receipt of deposit and where necessary the method for all future payments.
- Send an email to the Company about the consultation result immediately following the session and ensuring all paperwork and student profile is emailed to the Tutor Doctor Office within 48 hours.

Knowledge/ Skills/ Experience

- Previous experience in education – teaching or tutoring
- Previous sales experience an advantage
- Work well alone as well as in a team environment.
- Competent computer skills with access to email and the internet
- Own transportation
- Willing to travel locally (up to 8 mile radius)
- Willing to work evenings and/or weekends. Availability to be agreed in advance to ensure all booked consultations can be honoured.

Behaviours / Competencies

- Strong organization, planning and follow-up skills.
- Confident, friendly, outgoing manner.
- Professional and credible as an Educational Consultant.
- Commercially astute and mature.
- Entrepreneurial spirit – optionally a fee will be paid to those willing to market the Company and increase sales.
- Ability to communicate with a variety of personalities and age groups.
- Ability to manage the dynamics of families, students' views versus parents' views etc.
- Self-starter, able to think on your feet and show initiative
- Dependable and trustworthy to deliver against the high standards of customer care set by Tutor Doctor Bromley.

Remuneration structure and detail

- As with our tutors, due to the nature and variability of demand, the Education Consultants will have Independent Service Agreements rather than contracts of employment.
- The Service Agreements will be discussed and shared with you after the interview.
- Payment will be made for each completed consultation at the rate of £25 per visit made. Successful sign up of contacts will attract a bonus payment of 1% of any sale up to the first £20,000 of the year, a payment of 2% will be paid for sales between £20-40,000, and a payment of 3% of sales value for £40-£60,000 of sale and above. The target will be set afresh each year.
- There is no provision for travel expenses. We will aim to offer consultations to Education Consultants at a reasonable distance to their location. There may be situations where travel expense becomes a factor but this must be discussed and agreed with the Company in advance of the consultation.
- Payment will be made monthly on receipt of invoice. For Education Consultants who also tutor, one invoice covering both tutorials and consultations is fine.