



JOB DESCRIPTION SALES ASSISTANT

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| JOB TITLE | Sales Assistant |
| COMPANY | Chefs Training and Innovative Academy (Pty) Ltd |
| DIVISION | Campus |
| LOCATION | Stellenbosch |
| POSITION TYPE | Full Time |
| SECOND LEVEL SUPERVISOR | Campus Principal as well as Sales and Operation Manager |
| FIRST LEVEL SUPERVISOR | Stellenbosch Career Consultant |
| FIRST LEVEL SUBORDINATES | N/A |
| SECOND LEVEL SUBORDINATES | N/A |
| INTERNAL CUSTOMERS | Debtors Controller, Debtors Clerk, Financial Director, Student Administration, Lecturers, Campus Principal |
| EXTERNAL CUSTOMERS | Students, Parents, Financiers |

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| PRIMARY JOB PURPOSE | Join an energetic and passionate team at CTIA, where we blend creativity and culinary excellence with top-notch customer service! We're seeking a Sales Assistant who will play a key role in supporting our Career Consultant and ensuring a smooth experience for prospective students, financiers, and parents. |
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| KEY RESULT AREAS (KRA) | <ul style="list-style-type: none">• Review and stay informed on competitor strategies and CTIA programs by reading relevant reports monthly, applying the insights to sales strategies.• Respond to inquiries from prospective students, parents, and financiers within 24 hours, ensuring that all inquiries are prioritized based on urgency.• Schedule appointments and manage communications efficiently by setting up at least five cold calling or networking introductions weekly.• Capture and update client data in the CRM system within 48 hours of each interaction, maintaining an accuracy rate of 100%.• Manage leads and track follow-ups by ensuring that all potential clients receive a follow-up within one week of their initial inquiry.• Ensure that 100% of enrolment documents are submitted accurately and on time.• Maintain organized sales documentation by conducting a bi-weekly audit of all records and ensuring they meet regulatory and company standards.• Assist in improving conversion rates by tracking and reporting on inquiries to enrolments monthly, aiming for a 10% improvement in conversion each quarter.• Provide administrative support for sales strategies by compiling data for reports and preparing all necessary materials for sales presentations. |
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| | <ul style="list-style-type: none"> • Assist at students with their housing searches, providing a list of potential accommodations within one week of their inquiry. • Provide updated accommodation resources quarterly, ensuring students have access to current housing options and rental costs. • Assisted with the organisation and logistics for Expos, Open Days, or other events per year, ensuring marketing materials and attendance records are ready at least one week before each event. |
| DEGREE OF SUPERVISION | <p>Works independently. Self-motivated. Weekly meetings with First Level Supervisor. Reporting progress on complexed matters / challenges.</p> |
| PLANNING NECESSARY IN THIS JOB | <p>Daily / Weekly / Monthly. Detailed planning of activities for the day / week / month assisting in direct reports and prioritising and reporting on results.</p> |
| WORKING ENVIRONMENT | <p>This role will primarily operate in an office environment within CTIA.</p> |
| JOB SPECIFICATION(S) MIN REQUIREMENTS | <ol style="list-style-type: none"> 1. A minimum of a high school diploma or NQF 4 equivalent. 2. A post-secondary qualification in business administration, marketing, or a related field will be advantageous. 3. Must have own reliable transport. |
| MINIMUM REQUIREMENTS: SKILL / KNOWLEDGE | <ol style="list-style-type: none"> 1. Strong organizational skills with an eye for detail. 2. Proficiency in Microsoft Office (Excel, Word) and CRM systems. 3. Ability to handle multiple tasks and prioritize effectively. 4. Excellent communication skills, both written and verbal. 5. A proactive attitude and the ability to work well under pressure. |
| LEGAL REQUIREMENTS | <ol style="list-style-type: none"> 1. Clear Criminal and Credit Check. 2. Valid South African ID / Passport or Valid Work Permit. 3. Valid and up to date driver's licence. 4. Legal, Valid and Authentic Certificates of Qualifications. 5. Legal, Valid and authentic Transcripts of Qualifications where applicable. |
| EXPERIENCE | <ol style="list-style-type: none"> 1. At least 1-2 years of experience in an administrative, sales support, or customer service role. 2. Experience working with CRM systems and proficiency in data entry and management is an advantage. 3. Prior experience in an education or training environment is a plus but not required. |