



Job Description

JOB TITLE:	Green Skills Lead Generator
SALARY:	£18.39 per hour
HOURS:	Sessional – Up to 22.5 hours per week
REPORTS TO:	Head of Green Skills
CAMPUS:	Slough & Langley College
JOB PURPOSE:	As a member of the Commercial Services Team, you will generate high-quality leads and drive lead conversion for short courses, for The Green Skills Academy in Slough.

You will deliver an effective and responsive front-line service and support the provision of excellent information and advice to a diverse range of customers.

N.B. This job description is current at the date of issue. It will be reviewed annually and may be updated by the Principal.

The main duties and responsibilities of the post include the following:-

1. Conduct thorough market research and prospecting activities to raise awareness of The Green Skills Academy in Slough and identify potential new leads for Green Skills short courses.
2. Targeted lead nurturing, through e mails and warm calls to potential new customers, to increase lead conversion rates.
3. Dealing with queries and providing accurate information to potential clients, about short course content, duration and pricing, with the aim of converting inquiries into confirmed bookings.
4. Maintaining call related data and client information on our CRM, setting reminders for regular follow up calls to potential clients.
5. Collaboration with the Project Coordinators, to ensure seamless lead handover.
7. Proven ability to effectively communicate and collaborate cross-functionally with Sales teams.



8. Experience in developing and implementing data-driven lead generation strategies, resulting in substantial business growth.
9. Track record of achieving and exceeding lead generation targets, through proactive efforts and optimisation of outreach.
10. To be committed to playing a full part as a member of a team and undergo any training and development relevant to the satisfactory performance of the job as required.
11. Any other duties, tasks and projects commensurate with the grading of this post as may be required from time to time.

The post may be based at one of the current College campuses, but the duties of the job may require the post holder to work remotely online should the situation require it.

It is the College's policy to establish and maintain a Risk Register and a Risk Management Policy. It is a condition of your employment that you become aware of these documents and that you follow the objectives and procedures of good risk management in your areas of work.

This post is exempt from the Rehabilitation of Offenders Act 1974. For further details on our policy on the Recruitment of Ex-Offenders can be found [here](#).

The post holder is required to have a commitment to:

- The continuing development and implementation of the College's Diversity & Equality Policy.
- The management of risk within the College
- The health and safety of staff, students and visitors in general and the College's policies and procedures in particular.
- The principles and procedures set out in the [College's Safeguarding and Child Protection Policy](#).
- The principles and procedures set out in the College's Data Protection Policy

June 2025



PERSON SPECIFICATION
Green Skills Lead Generator

	Essential	Desirable	Source of Evidence
EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS			
A Level 2 qualification (GCSE A-C or equivalent) in English (Please state this in your application form)	✓		AF
A Level 2 qualification (GCSE A-C or equivalent) in Maths (Please state this in your application form)	✓		AF
A relevant professional qualification (e.g. NVQ Level 3 in Information, Advice and Guidance, Diploma in Careers Guidance), or willing to achieve within two years	✓		AF
EXPERIENCE			
Proven experience of direct sales work	✓		AF
Demonstrable, up to date knowledge of the further educational environment	✓		AF/IV
Proven ability to ensure that the highest standard of quality and customer care are achieved		✓	AF/IV
Experience of event organisation and/or school liaison activities	✓		AF/IV
SKILLS, KNOWLEDGE AND ABILITIES			
Proven ability to assimilate, interpret and communicate complex information, both orally and in writing	✓		AF/IV
Demonstrable IT skills including Microsoft Word, Excel, Outlook, Internet and ability to work with complex databases.	✓		AF
Proven ability to demonstrate good organisational skills, time management and be able to work towards deadlines		✓	IV
Proven ability to work effectively as a team member and to work with minimum supervision and to prioritise own workload		✓	IV
Proven ability to follow protocols and procedures.		✓	IV
Proven ability to be methodical and meticulous attention to detail		✓	IV

KEY:

Evidence of all of the elements marked AF or AF/IV must be present in the application form in order to be shortlisted for an interview

All of the elements marked IV will be assessed at interview.

All of the elements marked AF/IV will also be assessed at interview.

All or some of the elements may be assessed by the Test/Presentation