Job Related Information

This document includes information about the role for which you are applying and the information you will need to provide with your application.

1. Role Details

<table>
<thead>
<tr>
<th>Vacancy reference</th>
<th>15758</th>
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<tbody>
<tr>
<td>Job title:</td>
<td>Senior Marketing Strategy Manager</td>
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<tr>
<td>Reports to:</td>
<td>Head of Marketing Strategy and Insight</td>
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<tr>
<td>Salary:</td>
<td>£51,630-£58,089 per annum</td>
</tr>
<tr>
<td>Terms and conditions:</td>
<td>Academic-related</td>
</tr>
<tr>
<td>Grade</td>
<td>9</td>
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<tr>
<td>Duration of post:</td>
<td>Permanent</td>
</tr>
<tr>
<td>Working hours:</td>
<td>Full time</td>
</tr>
<tr>
<td>Location:</td>
<td>Milton Keynes</td>
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<tr>
<td>Closing date:</td>
<td>12noon on 13 March 2019</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>OU short application form, CV and cover letter. All applications should be accompanied by a covering letter detailing how candidates fit the criteria in the person specification.</td>
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<tr>
<td>Number of referees required:</td>
<td>Three</td>
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<tr>
<td>Unit recruitment contact:</td>
<td>Diane Latimer</td>
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</table>
2. Summary of duties

This is a senior management role in the Marketing Unit responsible for leading Marketing efforts on identification, evaluation & implementation of strategic growth opportunities, as well as ensuring that the Marketing Director and SLT can be assured of the Marketing Unit’s likelihood to meet its business targets by leading and delivering the Unit’s strategic business planning. The role is responsible for:

- Identification, sizing, evaluation, implementation and review of marketing strategy projects that enable rapid progress against market opportunities
- Leading the Unit Business Planning cycle for Marketing
- Coordinating the Marketing input to the Student Number Planning process to ensure University commercial targets are appropriately stretching and well grounded
- Delivering timely and high quality management information that includes recommendations to improve performance and therefore increases the certainty of achieving Unit strategic and commercial objectives

The post holder reports to the Head of Marketing Strategy & Insight and is a member of the sub-unit Management Team. The role holder may be required to deputise for the Head of Marketing Strategy & Insight.

**STRATEGY (70%)**

- Development and/or implementation of strategic framework for the identification of growth opportunities.
- Create understanding of the issue or opportunity by producing and gaining agreement to clear strategy project briefs.
- Carry out robust strategic, economic, financial analysis of multiple data sources in combination with customer insight, capability and feasibility analysis to evaluate and size opportunities and develop clear and justifiable recommendations.
- Take the lead across the Unit and wider University to develop approaches for taking advantage of opportunities. Ensure the approaches are deliverable by grounding strategies into plans that are implemented.
- Create high quality inputs (e.g. presentations and documents) that enable effective stakeholder management interventions. This includes VCE, Senate, Council, Executive Deans and Directors as well as Marketing Heads of Sub Unit and other senior colleagues across the University.
- Lead the Student Number Planning process on behalf of the Marketing Unit, ensuring the Unit’s input to this institutional process are grounded in market insight (from Senior Product Managers and the Marketing Strategy and Insight Team) and agreed with Marketing Senior Leadership Team.
- Scan media and industry sources to identify marketing, advertising, HE recruitment trends and the competitive landscape that may impact or enhance The Open University’s marketing/brand performance/proposition.
- Bring new ideas and concepts forward to develop innovative and effective solutions to business and marketing challenges.
- Maintain regular dialogue with outside partners to develop skills, technologies, processes and information sources that support the Marketing Unit and its success.

**PLANNING (10%)**

- Lead the Unit Business Planning, ensuring that Marketing vision, strategy and objectives are aligned to the University and clearly set out Unit priorities.
- Project manage the implementation of Marketing-wide initiatives as agreed with MSLT

**PERFORMANCE MANAGEMENT (15%)**

- Lead the development, maintenance and regular production of Unit MI including the Executive Dashboard, Institutional Dashboard, Countdown reports, balanced scorecard and other MI as required, analysing and interpreting trends, highlighting issues and opportunities and ensuring requirements for corrective action are identified and acted upon.
- Drive on-going efficiency savings across Marketing by identifying and challenging inefficiency
• Lead the review cycle to evaluate performance against objectives and thus refine plans as required. This will include creating quarterly PRO forecast and performance reports

**STAFF DEVELOPMENT (5%)**

• Ensure the professional and personal development and well-being of managed staff
• Set objectives and conduct appraisals for all team members and regularly review progress
• Ensure the annual review of training and development needs of all sub-unit staff is conducted through the appraisal and personal development planning processes with adequate monitoring and management of delivery

**STAKEHOLDER MANAGEMENT**

• Manage relationships with the Information Office, Strategy Office and Marketing Head of Sub-Units. Depending on nature of strategic growth opportunities there will be a need to quickly build rapport and trust with a wide variety of Senior University stakeholders, this may include but not be limited to: PVC-Student and their leads, FutureLearn, OpenLearn
• Liaise with strategic marketing agencies in leading business strategy and supporting marketing strategy development

**COMMUNICATIONS**

• Produce first class presentations and papers that convey insight and recommendations with clarity and brevity
• Work collaboratively with Marketing and other colleagues to ensure alignment and effective implementation of planned marketing activity
• Build and develop positive relationships with key stakeholders e.g. Strategy and Information Office, Unit PRO and his executive support, Marketing Heads of etc., as required to ensure buy-in and support

**LEADERSHIP**

• Provide leadership for staff and motivate them to meet business and personal objective
• Lead by example and create a clear and positive internal profile for the team
• Ensure performance issues are identified and proactively managed to resolution
• Champion and lead the drive for excellence in performance marketing within the team
• Lead the management and allocation of necessary resources for the delivery of the team’s objectives
• Input into development of key performance measures to be used across The Open University

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### 3. Person specification

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<tr>
<th>Requirements</th>
<th>(E = Essential/ D = Desirable)</th>
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<tr>
<td><strong>Education, qualifications and training</strong></td>
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A degree and relevant professional qualifications or equivalent experience within a marketing, advertising or business related discipline
Desirable: MBA

| Knowledge, work and other relevant experience |
| Essential: |
• The post holder will be an experienced, commercially focused, marketing or strategy professional with a track record of success in leading a strategy function at a senior level in a similar sized organisation. |
• Experience of the facilitation of growth in similar environments or markets that could be applied to the OU would be advantageous
• Experience of developing implementable marketing strategies
• Evidence of ability to adapt style to suit a large and complex public sector organisation
• Experience of strategic growth, specifically:
  o Development of strategic frameworks through which growth opportunities are identified, utilising horizon scanning, analysis of emerging markets and growth data.
  o Comfortable with market analysis, the sourcing and amalgamation of multiple data sources to size multiple scenarios
  o Expert in systematic and robust strategic, economic, financial analysis of multiple data sources in combination with customer insight, capability and feasibility analysis to evaluate the merits of opportunities
  o Implementation coordination of multiple stakeholders and teams to enable & implement rapid progress against market opportunities to create demand within the market, accelerate growth or grow market share
  o Thorough assessment and review against pre-agreed measures of success.

Desirable:
• Understanding and experience of “Managing for Value”
• Personal experience of The Open University courses

Personal abilities and qualities

Essential:
• Highly numerate and commercially minded with a desire to continually develop knowledge and skills
• First class information gathering, analysis and synthesis skills
• Evidence of ability to drive for maximum value and maximum returns in all activities
• Able to demonstrate sophisticated communication, influencing and negotiating skills including the ability to listen, think on his/her feet, structure coherent and well thought out proposals (both verbally and in writing), influence, challenge and gain clear commitment to agreed ways forward
• Innovative, self-reliant and dedicated approach to duties and an ability to work well under pressure
• Excellent IT skills including Microsoft Word, Excel and PowerPoint
• A growth mind-set – able to identify and commercialise new business opportunities
• Collaborative – can work proactively with multiple stakeholders to drive and deliver business growth
• Planned & structured – Highly organised with a first class planning ability, structured in thinking and all written and spoken communications
• Adaptable – Comfortable with assimilating new data and insights to constantly reassess the strategic direction and pivot where necessary
• Motivated and driven to understand a highly complex business model and make a sizable impact on the business through evidence led recommendations
• Confident in dealing with ambiguity and scoping work with keen attention to detail

Leadership competencies
• Experienced manager and leader
• Inclusive
• Team player
• Fair and consistent in approach
- Well-developed influencing skills

**Style and motivations**
- Highly collaborative
- An evangelist and ambassador for marketing around the University
- Resilient and entrepreneurial
- Dynamic and fast paced
- Innovative, creative and disruptive
- Persuasive and highly credible and able to package and present ideas in a compelling way appropriate to the audience – internal, external and partners

All staff are expected to:
- Undertake any other duties which may be reasonably required
- Demonstrate a strong commitment to the principles and practice of equality and diversity

**Desirable:**

4. **Role specific requirements e.g. Shift working**

UK and some travel

Some evening and weekend working due to the demands of the role

5. **About the unit/department**

A career in marketing at the Open University is like no other, a unique and well-loved brand, we make higher education open to all and support over 200k students every year to achieve their goals and change their lives.

Marketing is leading the way in widening the Open University’s appeal to ensure that our brand is as relevant today as it was at our launch in the 1960’s. We are at a hugely exciting point of our evolution, recognising the need to innovate, challenge and disrupt to increase relevance and recruit more new students each year.

That’s why we’re always looking for equally inspirational people to join us. We want expert marketers with digital, mobile, social media, data, analytical and insight skills but most of all we want marketers who’ll challenge us to use the latest technologies and techniques to improve performance, drive new approaches and keep us cutting-edge whilst, of course, being a customer champion and keeping our students at the heart of all our activities.

6. **How to obtain more information about the role or application process**

If you would like to discuss the particulars of this role before making an application, please contact Lal Tawney via email on lal.tawney@open.ac.uk.

If you have any questions regarding the application process, please contact the Resourcing Hub by email: resourcing-hub@open.ac.uk or by telephone 01908 655444.
7. The application process and where to send completed applications

| Your application should contain: | • Short Application form  
• CV  
• A covering letter of up to 2 sides of A4 describing why you are applying for this post and detailing how you fit the criteria in the person specification. |
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<tbody>
<tr>
<td>NB: It is important that candidates complete all sections of the application form in full.</td>
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<tr>
<td>Please ensure that your application reaches the University by:</td>
<td>12 noon on 13 March 2019</td>
</tr>
<tr>
<td>E-mail your application to:</td>
<td><a href="mailto:Resourcing-hub@open.ac.uk">Resourcing-hub@open.ac.uk</a></td>
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8. Selection process and date of interview

| The interview panel will be chaired by: | Mark Young, Acting Director of Marketing |
| The other members of the interview panel will be: | Jodi Burt, Head of Product Marketing  
Lal Tawney |
| The interviews will take place on: | 25 March 2019 |
| The selection process for this post will include | Interview |

We will let you know as soon as possible after the closing date whether you have been shortlisted for interview. Further details on the selection process will also be sent to shortlisted candidates. If you do not hear back from us, please take this as notification that you have not been successful on this occasion. Applications received after the closing date will not be accepted.