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>15808</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Lead Generation Advisor</td>
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<tr>
<td>Reports to:</td>
<td>Account Management Team Leader</td>
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<tr>
<td>Salary:</td>
<td>£22,689</td>
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<tr>
<td>Terms and conditions:</td>
<td>OUW</td>
</tr>
<tr>
<td>Grade</td>
<td>OUW</td>
</tr>
<tr>
<td>Duration of post:</td>
<td>FTC to end December 2019</td>
</tr>
<tr>
<td>Working hours:</td>
<td>37</td>
</tr>
<tr>
<td>Location:</td>
<td>Walton Hall, Milton Keynes</td>
</tr>
<tr>
<td>Closing date:</td>
<td>Midday 27 March 2019</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>OU short application form plus CV and covering letter. 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>One – most recent</td>
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<tr>
<td>Unit recruitment contact:</td>
<td>Diane Latimer</td>
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</table>
2. Summary of duties

Main Purpose of the Post:

To work within the Account Management team as part of the internal business to business sales team who are responsible for key account management and tele-business operations.

To operate as part of the B2B new business acquisition team to include, lead generation, campaign planning, management and implementation.

To generate appointments for the account managers using the integrated CRM system, email and telephone communication.

To work within a carefully structured day to include specified times for telephone sales calls, project fulfilment and administrative tasks.

Description of Duties of the Post:

This is a key post in the lead generating team within the BDU Account Management team. It is integral to the generation of corporate and employer business from national and multi-national organisations. The main function is to prospect for new leads and identify interest from employers in the OU proposition in the context of employee development. The main focus is to generate qualified leads in the context of brand new business and/or account penetration.

The postholder will approach designated organisations, via the telephone and email, in order to establish a relevant contact within an organisation and to collect information from the contact regarding their employee development policies. Their objective will be to establish if there is an interest in the OU offer and proceeding to advise on how they and their organisation could benefit from an appointment with a member of the Account Management team.

Once an appointment has been generated the account manager has an opportunity for a face to face meeting to explore and evaluate opportunities for new business and for the contact to learn more about what the Open University has to offer both employers and employees.

Specific Responsibilities:

- Responsible for working to a targeted call plan, working to strict KPI’s. (numbers of calls, number of emails, converted leads, number of campaigns)
- Responsible for working on targeted campaigns in a B2B environment through scripted calling and emailing
- Responsible for creating awareness of the OU and B2B via emailing and calling
- Responsible for converting leads to contacts by qualification criteria
- Targeted with making initial approaches to contacts sourced from mailing lists or similar and achieving appropriate appointment targets
- Responsibility for providing the direct sales team with all relevant information, date, time, notes etc. within 24 hours of setting an appointment in the Salesforce calendar & via email;
- Maintaining existing and creating new records of contacts and accounts within the Salesforce and VOICE databases
- Responsibility for updating yourself on product knowledge and sharing of information with the team
- General office duties
3. Person specification

Requirements  (E = Essential/ D = Desirable)

<table>
<thead>
<tr>
<th>Education, qualifications and training</th>
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<tbody>
<tr>
<td>• Education to GCSE, ‘O’ Level or equivalent; (E)</td>
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<tr>
<td>• Outlook, Word, Excel &amp; Access Intermediate/Advanced level; (D)</td>
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<tr>
<td>• Customer Service NVQ3 (D)</td>
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</table>

<table>
<thead>
<tr>
<th>Knowledge, work and other relevant experience</th>
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<tbody>
<tr>
<td><strong>Essential:</strong></td>
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<tr>
<td>• Experience of working on campaign led sales calls</td>
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<td>• Proven experience of a direct sales environment with a strong customer service background.</td>
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<td>• Knowledge &amp; experience of data entry managing tasks with a high level of accuracy via a database system;</td>
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<tr>
<td>• Excellent administrative organisation and prioritisation skills</td>
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<td>• Proven professional telephone skills;</td>
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<tr>
<td>• Highly effective communication and interpersonal skills;</td>
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<tr>
<td><strong>Desirable:</strong></td>
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<tr>
<td>• Knowledge/experience of managing workload using Siebel Oracle and Salesforce CRM systems;</td>
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<tr>
<td>• Understanding/knowledge/experience of a Sales &amp; Marketing operation;</td>
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<tr>
<td>• Knowledge/experience of working within the HE sector;</td>
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<table>
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<tr>
<th>Personal abilities and qualities</th>
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<tr>
<td><strong>Essential:</strong></td>
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<tr>
<td>• A flexible and self-motivated individual with the ability to commit to the achievement of goals.</td>
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<td>• A high achiever who is goal orientated;</td>
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<td>• Ability and willingness to manage change effectively in line with current business/strategic objectives;</td>
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<td>• Pro-active, positive approach with the ability to carry out tasks using own judgement and initiative to plan and organise own workload with limited supervision;</td>
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<td>• Acceptance of leave restrictions to ensure adequate cover</td>
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Desirable:  
- Sound geographical knowledge  
- Commercial awareness.

4. Role specific requirements e.g. Shift working

None.

5. About the unit/department

The Business Development Unit

The aim of the Business Development Unit is to create and implement a profitable commercial and international strategy for the Open University.

The BDU is working to construct and implement the overall business development strategy for the OU both in the UK and internationally. This activity includes improved partnerships with business development efforts in faculties and in the nations and regions.

The unit has two core activity streams:
- To deliver sustainable net revenue streams for the OU through developing existing and as yet undeveloped new markets
- To be a customer-focused business, generating significant growth of revenue. The rate of growth will be governed by the BDU’s Unit Plan, which will set achievable targets for increasing both income and profitability.

Open University Worldwide

It is essential The Open University continues to become less dependent on government funding. To do this it manages a balancing act: supporting teaching, learning and open access as well as funding and developing top level research.

Competition for students, staff and funding is intense and global, and students’ expectations have risen sharply as learners increasingly view themselves as ‘consumers’ of education. The demand for top class facilities and services is growing, as are expectations for flexible learning patterns and qualifications that will really make a difference to careers.

The Open University has developed ambitious plans to grow associated revenues through its commercial entity, Open University Worldwide (OUW).

With a market leading range of products, cutting edge technology and a strong, commercially focused team, this is an exciting time to join the team.

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 Mary Fox on 01908 654416 or email: mary.fox@open.ac.uk.

If you have any questions regarding the application process, please email Diane Latimer at: resourcing-hub@open.ac.uk.
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.

NB: It is important that candidates complete all sections of the application form in full.

Please ensure that your application reaches the University by: Midday 27 March 2019

E-mail your application to: Resourcing-hub@open.ac.uk

8. Selection process and date of interview

The interview panel will be chaired by:

Mary Fox, Account Management Team Leader

The other members of the interview panel will be:

Connor Roche, Account Management Advisor

The interviews will take place on: 03 April 2019

The selection process for this post will include: Interview only

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.

Applications received after the closing date will not be accepted.