Senior Marketing Manager - Digital

About the role
This role-holder is a key member of the Acquisition and Brand management team within the Marketing Unit and is responsible for leading a team to develop and deploy UK digital campaign activity to attract new enquirers and increase conversion of enquirers to students. You’ll be highly collaborative with demonstrable senior management experience and a commercial approach to meeting business targets.

Key responsibilities
Developing an integrated digital strategy using paid-for channels to drive direct response objectives while aligning and increasing the impact of our above-the-line acquisition strategy.

Leading a team to develop and deliver compelling digital campaigns and activities across channels such as display, paid search, paid social and native to achieve business targets.

Managing relationships with media agencies and partners such as Facebook and Google to ensure a high level of service delivery, value for money and return on investment.

Driving efficiency by ensuring digital channels are continually optimized for performance and return on investment by utilising the key technologies and methods involved in the evaluation of digital media, for example attribution, web analytics and ad serving technology.

Exploring new ideas and concepts to identify and incorporate new media, channels and partnership opportunities into the strategy.

Collaborating with internal teams and stakeholders exploiting earned and owned media channels to ensure integration of paid-for digital activity across all aspects of the marketing mix.

Providing expert advice on digital media planning, buying and trends across The Open University.

Ensuring the professional and personal development of a well-managed team and ensuring the right resource is secured.

Skills and experience
Evidence of significant success in developing paid-for digital strategies and digital media planning and optimisation in an organisation of similar size or media agency.

Demonstrable senior management experience of successfully leading the creation and delivery of paid-for digital acquisition and brand campaigns at scale in a consumer service environment.

Demonstrable experience of providing leadership and managing a team.
Evidence of extensive experience across digital channels (PPC, Display, Social, Native, SEO, VOD) and knowledge of how they interact with above-the-line channels to ensure an effective overarching media strategy.

Extensive experience of media forecasting and optimisation tools to inform decision-making.

Experience of Econometrics modelling and its development and usage.

Experience of managing and successful collaboration with top flight media and creative agencies.

A proven record of leading a team with a substantial budget (c£5m).

Experience of managing multiple stakeholders (internal and external) to meet or balance competing needs and challenges.

Experience of developing campaigns using new technology and media.