# 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><strong>VRF:</strong></th>
<th>15747</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Job title:</strong></td>
<td>B2B Comms Manager</td>
</tr>
<tr>
<td><strong>Reports to:</strong></td>
<td>Senior Project Manager, Apprenticeships WELS</td>
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<tr>
<td><strong>Salary:</strong></td>
<td>£33,199 - £39,609</td>
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<tr>
<td><strong>Terms and conditions:</strong></td>
<td>Academic Related</td>
</tr>
<tr>
<td><strong>Grade</strong></td>
<td>7</td>
</tr>
<tr>
<td><strong>Duration of post:</strong></td>
<td>Permanent</td>
</tr>
<tr>
<td><strong>Working hours:</strong></td>
<td>Full time</td>
</tr>
<tr>
<td><strong>Location:</strong></td>
<td>Walton Hall, Milton Keynes</td>
</tr>
<tr>
<td><strong>Closing date:</strong></td>
<td>12 noon on Wednesday 10th April 2019</td>
</tr>
<tr>
<td><strong>Type of application form accepted:</strong></td>
<td>Application form, with covering letter (no more than two sides of A4) detailing how you meet the required criteria in the person specification and CV.</td>
</tr>
<tr>
<td><strong>Number of referees required:</strong></td>
<td>Two</td>
</tr>
<tr>
<td><strong>Unit recruitment contact:</strong></td>
<td><a href="mailto:Resourcing-Hub@open.ac.uk">Resourcing-Hub@open.ac.uk</a></td>
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2. Summary of duties

**Purpose of Role**
The role holder will be responsible for drafting content to contribute to the Faculty’s key messages to employers and partners in relevant sectors; for deploying that content in communications plans to support us in raising our profile and improving our chances of winning business with employers through means such as tenders, case studies and promotional resources.

The role holder will be an excellent writer with experience of social media; able to create, develop and maintain websites and promotional resources for use by colleagues engaging directly with employers. The role holder will be creative and innovative – able to bring the Faculty’s qualifications to life for employers and through their efforts increase employer sponsorship.

**Main Duties/ Business Focused Comms**
- Write content/copy for use in B2B employer communications including tenders for business; websites; newsletters (liaising with internal Faculty/subject experts as required)
- Develop content to help promote the Faculty’s offer to employers in relevant sectors: promotional resources; PowerPoint presentations, website copy all of which will be on-brand, on-message and help win us business
- ensure regular updating of employer engagement presence on the Faculty’s website and regular sharing of news
- Work with other Comms & BDU players across WELS and wider OU to develop and implement Comms plans for our B2B facing curriculum.
- create and optimize content for website and social network accounts such as LinkedIn and Twitter to maintain WELS engagement with employers - providing and managing creative ideas for content
- Be a brand guardian, ensuring that all communications are on-brand, consistent and focus on our B2B customers, stakeholders and, adhere to best practice

**External Liaison**
- Engage with clients/employers to capture content for case-studies (written and/or filmed) of employer sponsorship by, for example, attending Degree Ceremonies; meeting employer-sponsors at key events and arranging interviews with employers
- Liaise with strategic partners (such as UNISON and RCN) to develop partnership focused content to maximise opportunities including the placement of OU stories on partner websites

**All staff are expected:**
- to undertake any other duties which may reasonably be required
- to demonstrate a strong commitment to the principles and practice of equality and diversity
- drafting copy for newsletters

3. Person specification
## Requirements  (E = Essential/ D = Desirable)

### Education, qualifications and training

- A degree, equivalent qualification or relevant work experience in a similar field with a proven track record of success (E)

### Knowledge, work and other relevant experience

**Essential:**
- Experience of and proven ability to write engaging communications/copy for multiple target audience groups
- Evidence of working as a team player and coping with pressure of multiple projects and deadlines
- Experience of business to business (B2B) communications
- Experience of working within strict brand guidelines
- Experience of social media
- Ability to manage multiple campaigns/tenders within deadline

**Desirable:**
- Technical skills in a relevant design software such as InDesign, Illustrator, and Photoshop
- Marketing (Comms) qualification or experience

### Skills, capabilities and qualities

**Essential:**
- Evidence of strong commitment to customer service
- Proven ability to organise and prioritise own workload and to work flexibly to balance competing demands
- Ability to write excellent, engaging copy
- Demonstrate track record of being a team player whilst also being able to work independently without supervision
- Ability to digest new information quickly and translate it into excellent communication
- Impeccable attention to detail

**Desirable:**
- N/A
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 or have any questions regarding the application process please contact resourcing-hub@open.ac.uk

7. The application process and where to send completed applications

| How to Apply | 1. Complete the short application form  
2. Submit with your CV  
3. Submit with Covering letter - no more than 4 sides of A4. |
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Write a covering letter indicating why you are interested in this post and how you believe you match the Person Specification in section 3.</td>
</tr>
</tbody>
</table>
|              | In this letter please set out:  
a) Why you are interested in the post;  
b) How your skills and experience meet the criteria listed in the person specification.  
Please use the essential and desirable items listed in the person specification as subtitles within your letter, please group these titles together where relevant and where examples cross over. Please pick out specific examples from your experience which clearly demonstrate that you have the particular knowledge and capabilities required in the person specification. |

<table>
<thead>
<tr>
<th>Please ensure that your application reaches the University by:</th>
<th>12 noon on Wednesday 10th April 2019</th>
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<tbody>
<tr>
<td>Applications received after the closing date will not be accepted.</td>
<td></td>
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| Email your application to: | Your completed application should be returned to: Resourcing-Hub@open.ac.uk |

8. Selection process and date of interview

<table>
<thead>
<tr>
<th>The interviews will take place on:</th>
<th>Interviews are planned for Thursday 25th April 2019 at Milton Keynes but this date may be changed if operationally required.</th>
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<tbody>
<tr>
<td>The selection process for this post will include</td>
<td>Job related task and interview.</td>
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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.