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>14829</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Head of Marketing (B2B)</td>
</tr>
<tr>
<td>Reports to:</td>
<td>Director of Corporate Sales</td>
</tr>
<tr>
<td>Salary:</td>
<td>£50,000 to £60,000</td>
</tr>
<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>Permanent</td>
</tr>
<tr>
<td>Working hours:</td>
<td>37</td>
</tr>
<tr>
<td>Location:</td>
<td>Walton Hall</td>
</tr>
<tr>
<td></td>
<td>Milton Keynes</td>
</tr>
<tr>
<td>Closing date:</td>
<td>12:00 noon on 3 September 2018</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>OU short application form plus CV. All applications should be accompanied by a covering letter detailing how candidates fit the criteria in the person specification.</td>
</tr>
<tr>
<td>Number of referees required:</td>
<td>Two</td>
</tr>
<tr>
<td>Unit recruitment contact:</td>
<td>Diane Latimer</td>
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</tbody>
</table>
2. Summary of duties

Reporting to the Director of Corporate Sales, the Head of Marketing plays a critical role in the Business Development Unit (BDU), taking responsibility and accountability for setting the marketing strategy and managing the execution of this across multiple business lines.

The Head of Marketing will lead a MarComms team focused on B2B activity, which is a core enabling function within the Unit. Working in a fast changing environment the MarComms team cover a range of activities to support the delivery of key business objectives and revenue targets. These include but are not limited to:

- Public Relations (PR)
- Digital Lead generation
- Customer Relationship Management (CRM)
- Events
- Social Media engagement
- Web optimisation and SEO
- Production of collateral & graphic design

Working in line with the BDU Business Plan, the Head of Marketing will lead on building and developing an integrated sales and marketing strategy across the different lines of business and will continue to review and develop this as new markets and products come into focus.

This opportunity would suit a creative, flexible and ambitious candidate with a strong track record of shaping, leading and driving B2B Marketing plans and activity in a complex and rapidly evolving environment; who is interested in gaining an in-depth understanding of the Open University’s business model and value proposition to support achievement of business objectives.

The role would be ideal for a senior marketing professional with experience of designing and managing multi-channel marketing operations and performance measures within a business or another institution.

**Key responsibilities:**

- Review current business strategy and revenue targets across the Unit with a view to designing and delivering the marketing strategy in a fast-paced environment, with the aim of capturing share in existing and emerging markets.
- Accountable for designing a multi-channel strategy for each business line that fully reflects the market and segments that the proposition will target and is supported by market and business insights.
- Working closely with other teams in the BDU, conduct ongoing market review and analysis to develop a clear view of target customers/markets to understand their requirements and drivers and to position propositions appropriately.
- Conduct regular benchmarking of competitor marketing activity to inform strategy.
- Develop objectives and KPI’s for all marketing activity aligned to the overall marketing strategy & BDU business plan and, once established, to keep performance under review against agreed metrics.
- Accountable for the marketing budget across BDU business lines, holding operational responsibility to utilise the agreed budget allocating resource effectively to ensure the delivery of objectives.
- Appoint, review and manage third party agencies and suppliers required to support the delivery of B2B marketing activity, where possible creating synergies with wider University marketing activity.
- Cultivate and manage appropriate relationships within the University (e.g. BDU business lines, Marketing Unit (B2C) faculties, project teams) as well as with external clients and other stakeholders.
- Support Business Development activity across the Unit by leading on the project management and co-ordination of key strategic projects.
- Where appropriate, participate in University wide projects that help deliver the BDU’s objectives and targets.
## 3. Person specification

### Requirements  (E = Essential/ D = Desirable)

#### Education, qualifications and training

**Essential:**
A degree at 2.1 or higher, or equivalent training or work experience.

Highly proficient in Microsoft Office software (in particular Word, Excel and Power Point).

**Desirable**
Project Management qualification (such as Prince 2 or APM qualification) or relevant training or work experience.

#### Knowledge, work and other relevant experience

**Essential:**
- Proven track record of designing and delivering multi-functional B2B marketing strategy.
- Proven track record of leading and delivering core B2B marketing activities including: Public Relations (PR), Digital Lead generation, Customer Relationship Management (CRM), Social Media engagement, Web optimisation and SEO, Production of collateral & graphic design and events.
- Demonstrates up to date knowledge of marketing best practice and a talent for identifying creative B2B marketing opportunities.
- Demonstrates significant marketing communications and campaign experience.
- Proven track record of developing, implementing and monitoring KPI’s to ensure delivery of business objectives.
- Demonstrates high level of numeracy with strong ability to prepare and successfully manage budgets and analyse data.
- Proven track record of multi-lateral stakeholder engagement, influencing and negotiating outcomes aligned to business objectives.
- Proven track record of delivering leadership in a challenging, dynamic and complex environment.

**Desirable:**
- Experience of working in both commercial and Higher Education sectors or sector-related knowledge.
- Experience of implementing Business decisions and processes within a large governance based organisation.
- Experience of systems and data management, using analytical skills to meet business needs.
- Degree qualified and member of the Chartered Institute of Marketing.
### Personal abilities and qualities

**Essential:**
- Demonstrates following qualities: creative and highly motivated self-starter with business vision and acumen supported by excellent planning and prioritising capabilities, and the ability to cope with multiple demands effectively in a fast-paced and changing environment.
- Demonstrates ability to think strategically and proactively identify and resolve complex problems and issues.
- Demonstrates excellent information gathering and analytical skills.
- Demonstrates exceptional verbal and written communication skills with a natural ability to draft clear, concise and compelling content and collateral for multiple internal and external audiences.
- Demonstrates ability to lead and motivate a team with minimum supervision, taking personal responsibility and ownership of achieving objectives.
- Demonstrates ability to be a collaborative team player who is goal-orientated and able to work autonomously, delivering team objectives whilst effectively serving the wider business.
- Demonstrates ability to communicate effectively with stakeholders across multiple levels and functions of the organisation and with external stakeholders.
- Demonstrates excellent influencing skills, with a confident and persuasive approach.
- Demonstrates good networking skills and the ability to build collaborative cross-functional working relationships.
- Demonstrates capacity for leading projects – formal qualifications are not essential but candidates should be able to demonstrate excellent project management skills or experience.
- Demonstrates willingness to undertake any other duties which may reasonably be required.
- Demonstrates a creative, flexible and innovative approach.

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

The successful applicant may be subject to pre-employment checks.
5. About the unit/department

Open University Worldwide

It is essential that The Open University (OU) continues to become less dependent on government funding. To do this, the University needs to grow and diversify alternative income streams which contribute to the financial sustainability and supports core teaching, learning and research activities.

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). OUW is a part of the Business Development Unit (BDU).

This is an exciting time to join the OU in a dynamic team within a commercially focused Unit, and to contribute to the University’s commercial success.

The Business Development Unit

The aim of the Business Development Unit is to support the Open University’s income diversification strategy. The Unit is committed to the delivery of innovative and profitable learning solutions, for students, businesses and partners in the UK and global markets.

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 and 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 partnerships and through developing business in 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.

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 Viren Patel on email: viren.patel@open.ac.uk

If you have any questions regarding the application process please contact Diane Latimer on email: bdu-recruitment@open.ac.uk
7. The application process and where to send completed applications

<table>
<thead>
<tr>
<th>Please ensure that your application reaches the University by:</th>
<th>12:00 noon on 3 September 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post it to:</td>
<td>Diane Latimer</td>
</tr>
<tr>
<td>Job title:</td>
<td>Staffing &amp; Resources Coordinator</td>
</tr>
<tr>
<td>Department/Unit:</td>
<td>Open University Worldwide</td>
</tr>
<tr>
<td>Address:</td>
<td>Business Development Unit</td>
</tr>
<tr>
<td></td>
<td>1st Floor, East Perry Building</td>
</tr>
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<td></td>
<td>Walton Hall</td>
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<td></td>
<td>Milton Keynes</td>
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<tr>
<td>Post Code:</td>
<td>MK7 6AA</td>
</tr>
<tr>
<td>Or e-mail your application to:</td>
<td><a href="mailto:bdu-recruitment@open.ac.uk">bdu-recruitment@open.ac.uk</a></td>
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8. Selection process and date of interview

<table>
<thead>
<tr>
<th>The interview panel will be chaired by:</th>
<th>David Willett, Director BDU</th>
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<tbody>
<tr>
<td>The other members of the interview panel will be:</td>
<td>Viren Patel, Director of Corporate Sales</td>
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<td></td>
<td>TBC</td>
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<tr>
<td>The interviews will take place on:</td>
<td>Thursday 6 September 2018</td>
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<tr>
<td>The selection process for this post will include:</td>
<td>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. Applications received after the closing date will not be accepted.