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>15167</th>
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</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Head of Marketing Strategy and Insight</td>
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<tr>
<td>Reports to:</td>
<td>Acting Director of Marketing</td>
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<tr>
<td>Salary:</td>
<td>£77,151-£90,426 per annum (pro-rata if applicable)</td>
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<tr>
<td>Terms and conditions:</td>
<td>Senior academic-related</td>
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<tr>
<td>Grade:</td>
<td>SS2</td>
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<tr>
<td>Duration of post:</td>
<td>Maternity cover until 24 December 2019</td>
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<tr>
<td>Working hours:</td>
<td>Full time, although four days may be considered</td>
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<tr>
<td>Location:</td>
<td>Milton Keynes</td>
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<tr>
<td>Closing date:</td>
<td>12:00 noon on 9 October 2018</td>
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<tr>
<td>Type of application form accepted:</td>
<td>Short application form, CV and cover letter</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><a href="mailto:Marketing-Recruitment@open.ac.uk">Marketing-Recruitment@open.ac.uk</a></td>
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2. Summary of duties

This is a senior leadership role in the Marketing Unit responsible for enabling the University to hit its student number targets and enable growth by:

1. Enabling the Unit to take rapid advantage of opportunities and respond to issues by delivering strategy projects with high quality content and outputs at pace
2. Supporting the Marketing Director and Senior Leadership Team in defining, shaping and delivering the overall marketing strategy
3. Ensuring Marketing will deliver OU business targets and objectives by leading the target setting (including student number planning) and facilitating Unit business and operational planning
4. Providing a research capability that generates powerful and actionable insight for the marketing unit and University-wide stakeholders
5. Operating as part of the senior leadership team within marketing, contributing to the development and delivery of the marketing functions plans, representing marketing in a range of forums and, on occasion, deputising for the Director of Marketing.

STRATEGY AND PLANNING

- Developing and implementing a strategy for growth through establishing a clear process for the identification, sizing and evaluation of opportunities, based on robust strategic, economic and financial analysis in combination with customer insight.
- Support the Marketing Director and Chief Commercial and Strategy Officer by providing high quality analysis, presentation decks and business cases.
- Delivering strategy projects that enable rapid progress against market opportunities to create demand within the market, accelerate growth or grow market share.
- Leading the Unit Business Planning and objective setting for Marketing ensuring that this creates a clear platform for more detailed Marketing Operational Planning whilst meeting all relevant University requirements and processes e.g. papers to boards, budget processes etc.
- Providing strategic input to the Student Number Planning process on behalf of Marketing to ensure commercial targets are appropriately stretching and well grounded

MANAGEMENT INFORMATION & REPORTING

- Ensure Unit management information and reporting requirements are met including (but not limited to) quarterly PRO performance reviews and budget forecasts, Countdown performance pack, Executive Dashboard, Institutional dashboard and Institutional performance reports

RESEARCH AND INSIGHT

- Provide a market research service for Market and Marketing insight, encompassing brand health, market and competitor understanding, product and services and customer experience for both UK and International markets
- Provide a market research Centre of Excellence providing consultancy and research expertise to other parts of the University commissioning research studies or surveys
- To lead, develop and deliver these services to ensure the Unit is the primary champion of marketing influence across the University
- To understand and inform activity that delivers customer lifetime value through the use of an agreed customer segmentation
  Develop and communicate appropriate Brand Health metrics, tracking and reporting
PROBLEM SOLVING AND COLLABORATION

Identify opportunities for The Open University to maximise advantage in the market place

- Benchmarking our practice against other relevant market sectors
- Regular collaboration with outside partners to develop skills, technologies, processes and information sources that support The Open University to reach its business objectives

Identify internal opportunities and issues for the Marketing Unit

- Resolving issues resulting from team structures or processes
- Encouraging collaborative management style between the Strategy & Insight team and its relationships with other parts of the Marketing Unit, Commercial and Strategy portfolio and the wider Open University

TEAM AND STAFF DEVELOPMENT

- Lead the Strategy and Insight team within the Marketing Unit
- Ensure the professional and personal development and well-being of all members of the unit
- Ensure the effective working of the team and their personal and professional development
- 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
- Support the Director of Marketing to ensure delivery of business planning skills and training and also wider management competencies across The Open University
- Play a major role in the induction of new starters at the University through participation in the formal university induction programme covering marketing issues

3. Person specification

Requirements (E = Essential/ D = Desirable)

Education, qualifications and training

A degree and relevant professional qualifications or equivalent experience within a marketing, strategy or business related discipline.

Knowledge, work and other relevant experience

Essential: The post holder will be an experienced, commercially focussed professional with a track record of success in directing an extensive marketing or strategy function at a senior level.

Experience and expertise should include:

1. Responsibility for and evidence of generating powerful and actionable insights to support strategic growth and marketing plans
2. Customer-centric approach to marketing – including product and proposition development, customer acquisition, customer experience and customer retention and value management
3. Demonstrable experience influencing brand marketing and advertising strategy in a consumer service environment organisations of similar scale and stature as The Open University
4. A proven record of managing a substantial budget

**Personal abilities and qualities**

**Essential:**
This is a core member of The Open University Marketing Senior Leadership Team. The role holder must have:

1. Strategic leadership experience and an ability to develop excellence in a team of specialists
2. Well-developed communication and team working skills at executive level
3. Culture fit, values and an eagerness to live our brand
4. Ability to work and think creatively on multiple projects and with multiple project teams
5. Ability to work diligently and ethically towards the achievement of The Open University vision statement
6. Keen sense of entrepreneurship
7. Proven track record in design and implementation of the right strategies to support marketing direction and validation, tailor dynamic customer propositions
8. Capable of owning multiple projects and initiatives with significant number of key stakeholders
9. Positive outlook and ability to influence and persuade others in a positive manner
10. An accomplished conceptual and structured thinker- with an ability to identify, extract, summarise and interpret relevant information from a broad range of sources to develop overarching analysis and strategic insights to marketing/ growth opportunities
11. Excellent relationship management skills with a demonstrated ability to communicate at all levels of the organization
12. Strong leadership and management skills;  
   - ability to act with cabinet responsibility
   - ability to see big picture and unit’s place within it
   - ability to set objectives and to evaluate and manage performance

**Leadership competencies**

Experienced manager and leader

Inclusive

Team player

Fair and consistent in approach

Able to galvanise support across a complex organisation with a wide range of stakeholders

**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

**Special working conditions**

UK and some travel

This is a full time role, however for the right candidate consideration will be given to those wishing to work reduced hours (4 days a week or equivalent).

**Additional requirements**

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

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

N/A

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 Joanna Lowery on at Joanna.lowery@open.ac.uk

If you have any questions regarding the application process please contact Marketing-Recruitment@open.ac.uk or call 01908 652381
7. The application process and where to send completed applications

| e-mail your application to: | Marketing-Recruitment@open.ac.uk |

8. Selection process and date of interview

| The interview panel will be chaired by: | Mark Young, Acting Marketing Director |
| The interviews will take place on: | TBC |

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.