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>15374</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Project Manager</td>
</tr>
<tr>
<td>Reports to:</td>
<td>Senior Marketing Manager, Data &amp; Analytics</td>
</tr>
<tr>
<td>Salary:</td>
<td>£33,19 to £39,609 pa</td>
</tr>
<tr>
<td>Terms and conditions:</td>
<td>Academic-related</td>
</tr>
<tr>
<td>Grade</td>
<td>GR7</td>
</tr>
<tr>
<td>Duration of post:</td>
<td>Temporary contract for 12 months</td>
</tr>
<tr>
<td>Working hours:</td>
<td>Full time</td>
</tr>
<tr>
<td>Location:</td>
<td>Milton Keynes</td>
</tr>
<tr>
<td>Closing date:</td>
<td>12:00 noon on 22 November 2018</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>Short application form, CV and covering letter</td>
</tr>
<tr>
<td>Number of referees required:</td>
<td>Three</td>
</tr>
<tr>
<td>Unit recruitment contact:</td>
<td><a href="mailto:Marketing-Recruitment@open.ac.uk">Marketing-Recruitment@open.ac.uk</a></td>
</tr>
</tbody>
</table>
2. Summary of duties

Working within the Data & Analytics Sub-Unit of Marketing, the purpose of the role is to manage the operational workflows and prioritisation processes for Data & Analytics projects & activities. This will encompass the end to end project cycle from specification to delivery and requires working collaboratively with stakeholders and the Data & Analytics team to deliver changes coherently.

Duties to include:

1. Managing the project using agreed OU project methodology and taking responsibility for stakeholder consultation, business requirements analysis and implementation within time and budget constraints; Ensuring that the project progresses according to agreed milestones and methodology, including developing & maintaining project documentation, & defining success criteria., Provide reports on projects, activities and budgets to managers & colleagues.
2. Ensuring effective communication flow through reports and progress reviews to the Data & Analytics SMM and colleagues.
3. Taking responsibility where requested for monitoring and resolving risks and issues to project progress.
4. Plan ahead and schedule project activities, keeping the project work plan up-to-date, and ensuring that others carry out the relevant work detailed in the project work plan
5. Develop and deliver appropriate testing and sign-off processes and schedules, and manage adherence to these. You may be required to undertake test activity.
6. Develop & agree a work plan that identifies key activities, outputs & resource management which provides a basis for managing performance.
7. Liaise & negotiate with key stakeholders to ensure all requirements are met. Gather ‘lessons learned’ and recommend improvements.
8. Identify and monitor IT development activities as a business stakeholder (Product Owner) plus new processes, initiatives & products, co-ordinating from initial scoping, through specification, to delivery & handover to business as usual. Engender a knowledge & expertise sharing culture with colleagues to contribute to best practice. Collaborate effectively with members of the wider Marketing department. Investigate best practice within the University to inform operational processes. Act as the first point of contact for the projects or activities. Contribute to the development of the Data & Analytics team vision & plan.
9. Undertake any other duties which may reasonably be required.

3. Person specification

Requirements  (E = Essential/ D = Desirable)

Education, qualifications and training

Essential: A first degree or equivalent education, or work experience at a comparable level;
Desirable: Foundation project management qualification  e.g. PRINCE, APM
Knowledge, work and other relevant experience

Essential:
- Experience of managing projects using established methodologies
- Experience of successfully managing small projects and of working with cross-functional teams in a complex environment
- Demonstrable experience of monitoring and reporting on progress to a wide audience.
- Proven ability to effectively manage resources &/or budgets

Desirable:
- Experience of using appropriate analytical tools, techniques and methodologies
- Knowledge of issues affecting higher education, particularly distance learning
- Knowledge of project governance.

Personal abilities and qualities

Essential:
- Excellent written, oral and online communication skills and able to work collaboratively.
- Excellent inter-personal skills and high level of accountability, including discretion and sensitivity in dealing with confidential information.
- Excellent research, analytical and planning skills with the ability to assimilate and explain complex information from multiple sources and stakeholders.
- Pragmatic approach and ability to solve complex problems independently using own initiative.
- Flexibility to adapt to changing needs, an ability to work with attention to detail, customer-focus and a commitment to providing high quality service to customers (internal and external).
- A sound understanding of and a commitment to equal opportunities and diversity.

Desirable:
- Able to specify requirements taking account of multiple variables.
- Presentation skills.

4. Role specific requirements e.g. Shift working

N/A

5. About the unit/department

Data & Analytics
We provide data & analytical support for the Marketing department, as well as ensuring compliance with data security requirements. The team is split into three key functions:

The Data Strategy team makes targeted selections so prospective students receive the right communications at the right time. We segment our prospect & applicant base into groups with different communication needs & likelihood to convert. We work in collaboration with the CRM team to assess & optimise the performance of our
communications. The **Data Analysis** team monitors the number of prospects, applicants & students, so we can target & tailor our marketing activity accordingly. We analyse demographic & behavioural profiles to gain insight into the audiences we are attracting. The **Data Modelling** team develops a suite of models which enable the effective planning & performance management of marketing activities, such as segmentation, targeting, propensity & forecasting models.

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 [James.barnett@open.ac.uk](mailto:James.barnett@open.ac.uk)

If you have any questions regarding the application process please contact [Marketing-Recruitment@open.ac.uk](mailto:Marketing-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 22 November 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail your application to:</td>
<td><a href="mailto:Marketing-Recruitment@open.ac.uk">Marketing-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>James Barnett, Senior Marketing Manager, Marketing</th>
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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.

If you do not hear from us, please accept that as notification that your application has not been successful.

Applications received after the closing date will not be accepted.