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>15434</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Marketing Manager (Wales)</td>
</tr>
<tr>
<td>Reports to:</td>
<td>Senior Marketing Manager</td>
</tr>
<tr>
<td>Salary:</td>
<td>£40,792 to £48,677 pa</td>
</tr>
<tr>
<td>Terms and conditions:</td>
<td>Academic-related</td>
</tr>
<tr>
<td>Grade</td>
<td>GR8</td>
</tr>
<tr>
<td>Duration of post:</td>
<td>Permanent</td>
</tr>
<tr>
<td>Working hours:</td>
<td>Full time</td>
</tr>
<tr>
<td>Location:</td>
<td>Cardiff</td>
</tr>
<tr>
<td>Closing date:</td>
<td>12 noon, 7 December 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>
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</tbody>
</table>
2. Summary of duties

The job is a Marketing Manager in the Acquisition and Brand team within Marketing with responsibility for enabling the unit to meet its business objectives, specifically for Wales.

The role-holder will work within a cross-functional marketing team to support development of and to deliver compelling multi-channel communication programs that support attracting new students to the Open University from Wales and supporting its brand and advertising strategy.

The role holder will also be required to work in partnership with senior colleagues in Wales to develop and implement multi-channel marketing strategies to meet HEFCW/Welsh Government objectives.

To maximise marketing return on investment from spend and resources through powerful and motivating multi-channel campaigns, budget control and marketing efficiency/performance.

The role holder will deputise where necessary for the Senior Marketing Manager – Wales.

STRATEGY AND PLANNING

- In conjunction with marketing team members, support development of the annual go to market plan to ensure its relevance to the Wales market and is in line with The Open University’s 3 Year Marketing Strategy to meet business targets eg number of enquirers, brand awareness, brand consideration
- Using the approved Wales marketing strategic plan, develop marketing activity to support student recruitment in relation to specific OU and HEFCW objectives and target groups (e.g. Widening Access)
- Develop and plan Wales specific marketing activity to support recruitment of students in ‘devolved’ subject-areas i.e. Health and Social Care and Education
- Work in partnership with senior stakeholders in Wales to develop strategies to meet HEFCW requirements, including Widening Access, Innovation and Engagement and Public Affairs programme

CAMPAIGN/PROGRAMME DELIVERY

- Support delivery of UK-wide campaigns to ensure their relevance to Wales
- Brief, develop and deliver compelling ‘Wales-only’ marketing campaigns and activities across online/digital, offline and other channels to generate awareness of The Open University brand in Wales that turns into active consideration and meets business targets
- Work with Wales stakeholders (e.g. Public and Policy Affairs Manager) to maximise opportunities for and ensure an integrated approach to communications (online, offline, face-to-face) within Wales
- Ensure Welsh language legal requirements are met for all marketing activity in Wales
- Deliver compelling, engaging events, exhibitions and other face-to-face sessions in the local area including and not limited to roadshows, Open Days, Drop-In sessions, niche exhibitions, Jobs Fairs, workplaces, sessions in schools and FE colleges
- Develop assets and deliver HEFCW-funded marketing activity in consultation with OU in Wales External Strategy team (including online and offline resources for Development Managers relating to Widening Access and Innovation & Engagement

CAMPAIGN PERFORMANCE AND OPTIMISATION

- Work with internal colleagues to help develop best practice processes to enable adequate tracking and reporting of all Wales based campaign activities, to include those delivered centrally or from the Wales office
- Be fully conversant with and responsible for the performance of activities and campaigns impacting on Wales and lead the evaluation and recommendations based on data and insight from the data, planning and performance team and other sources

STAKEHOLDER MANAGEMENT

- Keep Wales stakeholders up to date with Wales based campaigns and provide reports as required
• Develop, lead and/or support (as appropriate) relationships with external stakeholders in Wales on campaign development and delivery to support achievement of student recruitment and positioning of the OU in Wales
• Provide inputs to the OU in Wales Business Plan with regard to externally funded marketing activity
• Lead on internal communications to Nation Director, Deputy Director (Strategy and Development), Acquisition & Brand team and other internal stakeholders with regard to internally and externally funded marketing campaigns
• Manage the relationship between OU in Wales and key external partners with regard to internally and externally funded marketing campaign activity

RESOURCE MANAGEMENT

• Work with Media/Creative Agencies to drive best in class media plans to positively impact in the Wales market, through brilliant briefs, collaborative working and constructive and motivating feedback
• Recruit and train the relevant event staffing resource including Associate Lecturers, SRS staff and student ambassadors
• Ensure all staffing have the correct contracts in place
• Work with insight teams to create research to support campaign development
• Manage budgets to include internally and externally funded

INDUSTRY TRENDS AND BEST PRACTICE

• Scan media and attend competitor activity in the local area to identify marketing, advertising, HE recruitment trends that may impact or enhance The Open University’s marketing/brand performance/proposition in Wales
• Bring new ideas and concepts forward to help develop innovative and effective, data driven solutions
• Maintain regular dialogue with outside partners to develop skills, technologies, processes and information sources that support the marketing unit and its success
• Undertake market scoping to understand Welsh market within Welsh Government priority areas of Widening Access and Innovation & Engagement

PROBLEM SOLVING AND COLLABORATION

• Identify internal opportunities and issues for the Marketing Unit encouraging collaborative working within the team and its relationships with other parts of the Marketing Unit and specifically stakeholders in The Open University in Wales

LEADERSHIP

• Provide leadership for managed staff and motivate them to meet business and personal objectives
• Lead by example and create a clear and positive internal profile for the team
• Ensure performance issues are identified and proactively managed to resolution
• Champion and lead the drive for excellence in performance marketing within the team
• Ensure the management and allocation of necessary resources for the delivery of the team’s objectives
• Input into development of key performance measures to be used across The Open University

TEAMWORK AND STAFF DEVELOPMENT

• Ensure the professional and personal development and well-being of managed staff
• Ensure the effective working of the team
• 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

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

### Education, qualifications and training

**Essential:** A degree and relevant professional qualifications or equivalent experience within a marketing, advertising or business related discipline

### Knowledge, work and other relevant experience

**Essential:** The post holder will be an experienced, commercially focused marketing professional with a track record of success in planning and delivery of marketing campaigns.

Experience and expertise should include:
- Demonstrable management experience of successfully achieving commercial objectives through development and implementation of multi-channel and multi-media marketing strategies and plans
- Experience of managing and successful collaboration with creative, media and marketing agencies
- Evidence of experience in implementing acquisition and brand marketing and advertising across Radio, Press, Outdoor, BTL, Digital, Social Media, PPC, SEO, Experiential, Events and PR
- Experience of developing campaigns using new technology and media for marketing purposes
- Customer-centric approach to marketing – including evidence of creative/proposition development of powerful and successful marketing and advertising based on consumer and data insights
- Managing multiple stakeholders (internal and external) to meet or balance competing needs and challenges
- Experience of successfully managing a small team/individuals or evidence of the ability to step up to line manage
- Demonstrable experience of successfully delivering events and exhibitions in a consumer service environment

**Desirable:**
- Understanding of brands and brand management likely to have been gained as a brand or category manager in a similar world-class brand

### Personal Capabilities and qualities

**Essential:**
- Management experience and the ability to develop excellence in specialist teams
- Commercial approach to meeting business objectives - outcomes and results focus
- Well-developed communication and team working skills
- High levels of personal flexibility, enthusiasm and self-motivation and an eagerness to live our brand
- Numerate and financially astute
- Appetite for innovation and new concepts to explore – stay abreast of industry and market trends
- Keen sense of entrepreneurship and commercial appreciation
- Able to work and think creatively on multiple projects and with multiple project teams and stakeholders
- Strong communication and negotiation skills including presenting effectively and influencing appropriate decision making forums
- Positive outlook and ability to influence and persuade others in a positive manner
- Able to understand, summarise and interpret relevant information from a broad range of sources to support development of insights and marketing/brand plans
- Relationship management skills with a demonstrated ability to communicate at all levels of the organisation

**Desirable:**
- The ability to communicate through the medium of Welsh, or a willingness to undertake Welsh language tuition, and experience of working in a bilingual environment.

**Leadership Competencies:**

**Essential:**
- Experienced and effective manager
- Team player
- Inclusive, fair and consistent in approach
- Able to galvanise support across a complex organisation with a range of stakeholders

**Style & Motivation**

**Essential:**
- Highly collaborative
- Passionate about marketing and advertising
- Enthusiastic about success and performance
- Resilient and entrepreneurial
- Dynamic and fast paced
- Thirst for knowledge - innovative, creative and curious
- Persuasive and highly credible and able to package and present ideas in a compelling way appropriate to the audience – internal, external and partners

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

**Special Working Conditions:**
- Cardiff based with occasional travel pan-Wales and other OU offices, as required
- Some weekend and evening working, as required

**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
- A clear understanding of the legal and cultural status of the Welsh Language in Wales

**5. About the unit/department**

**THE OPEN UNIVERSITY IN WALES**

The Open University in Wales is responsible for delivery of academic and support services to students and enquirers right across the country. It is funded through student fee income and by support from the Higher Education Funding Council for Wales and serves approximately 7,500 students.
Our Cardiff office is the base for more than 80 members of staff working for The Open University in different functions, including:

- The Director for Wales and deputies with overall responsibility for the leadership and oversight of the work of the Open University in Wales, including that delivered by faculty staff based in Wales;
- Academic staff, managers and coordinators from our Faculties and Schools, developing curriculum, supporting and co-ordinating teaching and ensuring that there is a Welsh perspective in the academic developments of the University;
- Our Student Recruitment and Support (Wales) team working to ensure the successful delivery of services and support to students across all activities;
- Staff engaged in external affairs, marketing, widening access and employer engagement, seeking to grow our collaboration agenda in Wales and tell our story to a wider public;
- The UK-wide Venue Management Team, which is responsible for venue procurement and management activities for all OU tutorials, examinations and ad hoc meetings in the UK and Continental Europe;
- Our team of Operations and Support staff, who make sure we run smoothly and effectively on a day-to-day basis.

The Open University is committed to sustaining a powerful and visible presence in Wales, working closely with other educational providers and organisations to offer high quality part-time higher education opportunities via distance learning. The University is focused on working with the Welsh Government and the Funding Council in meeting the economic, social and cultural needs of the Wales.

This is an exciting time to join the University, as it transforms its UK-wide operations, and refreshes its academic approach. Wales-based staff are involved in planning and organising large-scale operations, using technology to produce materials and information, and effectively managing resources to produce and deliver services to schedule. All staff are concerned with the maintenance and improvement of our high standards of support to individual students and have a strong customer service ethos.

The Open University in Wales is located at 18 Custom House Street, Cardiff. This is a five-minute walk from Cardiff Central train and bus stations. Given its city centre location there is no parking available but there are numerous car parks nearby. For further information on The Open University in Wales, and on the University, please see The Open University in Wales’ website at www.open.ac.uk/wales

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 vicky.jones@open.ac.uk

If you have any questions regarding the application process please contact 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 noon, 7 December 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>
</tr>
</tbody>
</table>
### 8. Selection process and date of interview

<table>
<thead>
<tr>
<th>The interview panel will be chaired by:</th>
<th>Vicky Jones, Senior Marketing Manager, Marketing</th>
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</table>
| The other members of the interview panel will be: | Anne Farquharson, Senior Marketing Manager, Scotland  
Michelle Matheron, Policy and Public Affairs Manager, Wales |
| The interviews will take place on: | Tuesday 18 December 2018 |

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.