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>14059</th>
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</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Marketing and Communications Manager</td>
</tr>
<tr>
<td>Reports to:</td>
<td>Head of Development Operations</td>
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<tr>
<td>Salary:</td>
<td>£39,992 to £47,722</td>
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<tr>
<td>Terms and conditions:</td>
<td>Academic Related</td>
</tr>
<tr>
<td>Grade</td>
<td>8</td>
</tr>
<tr>
<td>Duration of post:</td>
<td>Permanent</td>
</tr>
<tr>
<td>Working hours:</td>
<td>37 hours per week</td>
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<tr>
<td>Location:</td>
<td>Walton Hall Campus, Milton Keynes</td>
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<tr>
<td>Closing date:</td>
<td>Midday Tuesday 21 November 2017</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>CV and Open University (OU) short application form with covering letter (no more than two sides of A4) detailing how you meet the required criteria in the person specification.</td>
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<tr>
<td>Number of referees required:</td>
<td>3 – including most recent employer</td>
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</table>
2. Summary of duties

Purpose Statement:

This role leads on the Communications and Marketing for the Development Office. It involves providing strategic oversight, supporting the fundraising teams and understanding their specific audiences in order to create bespoke content that influences their engagement with the University and subsequent actions. The post holder will be responsible for a programme of communications and activities to persuade supporters and donors to support the OU, project managing the delivery of these programmes and undertaking many aspects of the creative work, from content writing to copywriting.

The role holder is responsible for the development and implementation of the marketing and communication strategies designed to raise funds and awareness of the Open University’s social justice activities. The role holder will be a design specialist with significant expertise in creative and content writing for multiple target audience groups.

The role holder will be creative and innovative with the ability to bring communications to life.

Main Responsibilities

Strategic influence, overview and advice on Marketing Communications across the Development Office, liaising with internal and external stakeholders.

Responsible for the written content of the University’s fundraising and alumni engagement material, including website, donor magazine, alumni magazine, direct mail fundraising campaigns, leaflets, reports, mailings, presentations and digital media ensuring that the content is engaging, on brand and relevant to target audiences.

Responsible for the commissioning brief, direction and managing external suppliers or staff as needed for digital and marketing communications whilst being responsible for ensuring all collateral is in line with OU brand guidelines.

Responsible for working with Units across the University to pull together content that is suitable for fundraising and alumni engagement, covering the full cultivation to stewardship cycle.

Managing production of content for the OU-wide intranet and the Development Office’s own intranet site and to support joint-working relationships across the OU and the production of internal collateral.

Line manage Senior Marketing and Communications Officer and being responsible for their training and development.

3. Person specification

Requirements  (E = Essential/ D = Desirable)

Education, qualifications and training

- A degree (equivalent qualification) or proven track record of extensive experience working in a professional graphic design role (e)
- Proven marketing and communication experience in a relevant context, ideally Higher Education or fundraising (e)
Knowledge, work and other relevant experience

**Essential:**
- Proven track record of extensive experience working in a professional graphic design role including print, digital, social media and direct response
- Extensive experience of content and copywriting
- Proficient in InDesign, Illustrator, and Photoshop including photo re-touching and colour correcting skills in Photoshop
- Track record of producing engaging design for multiple target audience groups
- Experience of working within strict brand guidelines
- Excellent knowledge of end to end design to print processes
- Experience of creating print-ready artwork
- Ability to project manage multiple campaigns/projects within deadline
- Proven experience of leading and managing others and being responsible for their training and development

**Desirable:**
- Experience of, and writing for, the education/fundraising sector
- Experience of designing for digital media

Personal abilities and qualities

**Essential:**
- Ability to interpret creative briefs and to work with minimal briefing
- Ability to take complex material and use it to create compelling copy for the layman
- Ability to work on own initiative from concept through to production
- Must be a team player but have ability to work alone without supervision
- Ability to digest new information quickly and think logically and concisely
- Ability to work independently under pressure excellent organisational skills, ability to manage a large and complex workload to a professional standard
- Impeccable attention to detail and writing ability
- Strong interpersonal and collaborative skills

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

- Out of office hours travel to events, to support the delivery of presentations where needed

5. About the unit/department

**The Development Office is a part of the External Engagement Group**

The key roles of the External Engagement Group (EEG) are to help the University to respond to the opportunities in the external environment and to project the University effectively to that outside world, to contribute to the successful delivery of the University’s Mission, Vision and Strategic objectives. Under the leadership of the External Engagement Director, the External Engagement Group (EEG) comprises the University’s principal externally-facing Units – the Marketing Unit, Business Development Unit, Development Office, International Development Office and Communications Unit.

**The Development Office**

The Fundraising Team is led by the Director of Development who is responsible for securing philanthropic donations for the University, in support of the OU’s strategic plan.

There are two sub-teams:

**Partnerships and Philanthropy (including Research and Events)**

This team specialises in major gift donations; seeking to secure donations of £50,000+ for The Open University. This funding is secured from mixed portfolios comprising of individuals, trusts and foundations, corporations and institutional grant makers. As well as identifying and securing gifts via a mix of face-to-face meetings and comprehensive proposal writing, the team are also responsible for all stewardship, managing all reporting and invoicing following the initial gift. Other duties in the team include organising and running high-profile fundraising events; undertaking all prospect research and due diligence; and working across the university to identify and articulate key funding needs.

**Alumni Fundraising**

Seeks support primarily from the OU’s alumni body (but also students, staff and others) and includes:

- **Legacy Fundraising**
  Secures support from people leaving gifts in their Will.

- **Annual Fund**
  Seeks one off and regular donations, usually up to £10,000 and includes an in-house telephone fundraising team.

- **Mid Value Programme**
  Raises gifts from £10 – 50,000.

The Development Office is also responsible for running and managing the OU’s first fundraising campaign ‘Open Up the Future’; securing £50 million in further philanthropic donations by 2019. It also responsible for managing the OU’s wider commemorative 50th Anniversary campaign.

The fundraising team is supported by colleagues working in finance, operations and database teams.

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 Claire Nappin, Staffing and Resources Coordinator on +44 (0) 1908 659 159 or email OUDO@open.ac.uk.
7. The application process and where to send completed applications

| Please ensure that your application reaches the University by: | Midday Tuesday 21 November 2017 |
| Post it to: | Claire Nappin |
| Name/Job title: | Staffing and Resources Coordinator |
| Department/Unit: | Development Office |
| Address: | The Open University  
1st Floor Jim Burrows Building  
Walton Hall  
Milton Keynes  
Buckinghamshire |
| Post Code: | MK7 6AA |
| Or e-mail your application to: | OUDO@open.ac.uk |

8. Selection process and date of interview

| The interview panel will be chaired by: | Selena Devereux : Head of Development Operations |
| The other members of the interview panel will be: | Clare Charlton : Deputy Director of Development: Campaigns  
Karen Hart : Deputy Director of Development: Alumni Engagement  
Gillian Hosier : Head of Philanthropy and Events |
| The interviews will take place on: | Wednesday 29 November 2017 |
| The selection process for this post will include | Interview and job related task. |

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 / time will not be accepted.