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>14141</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Marketing Performance Manager</td>
</tr>
<tr>
<td>Reports to:</td>
<td>Senior Marketing Manager – CRM, Acquisition &amp; Brand</td>
</tr>
<tr>
<td>Salary:</td>
<td>£39,992 to £46,336</td>
</tr>
<tr>
<td>Terms and conditions:</td>
<td>Academic Related</td>
</tr>
<tr>
<td>Grade</td>
<td>G8</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>Milton Keynes</td>
</tr>
<tr>
<td>Closing date:</td>
<td>12 Noon on 22 November 2017</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

To maximize the conversion of enquirers through to registered students with powerful and motivating customer communication programmes, with a focus on customer need, marketing effectiveness and cost-efficiency. To support the marketing team in hitting the annual business targets.

To improve the health of the prospect pool (quality and quantity) through developing, executing and measuring the performance of conversion strategies, plans and programmes in line with business objectives.

Responsible for:

- Data planning, campaign reporting and analysis

- Stakeholder Management – Marketing colleagues (CRM, Acquisition & Brand, Data & Analytics, Customer Experience and Strategy & Insight)

- External agencies - data and modelling

- The role does not currently have line management responsibilities however this may change in the future

SCOPE

- Design and develop the rigorous evaluation of campaign outcomes and evidence the return on investment and performance against set objectives for the conversion programmes.

- Own the campaign analytics, evaluation and reporting, ensuring that all campaigns have appropriate means of evaluation before they are approved to commence.

- Develop robust marketing campaign analytics and standard reporting (daily, weekly, monthly, and quarterly) across all channels including email, SMS, outbound, social and turn analyses into practical, performance-boosting actions.

- Working closely with the CRM Campaign Managers and Data team to produce robust programme plans using the insight and analytics to support future marketing programmes.

RESPONSIBILITIES

CAMPAIGN INITIATION AND SET UP

- Working within the CRM, Acquisition & Brand Marketing team and in-conjunction with the Data team, specify and agree appropriate activity measures as part of activity pre-approval.

- Ensure that the means of measurement are in place prior to commencement and relevant approval is sought from Head of Marketing and relevant Head of Sub-Unit.

- Continually develop the means (technologies, processes and data) to enhance measurement and reporting.

- Development of robust data planning with CRM Managers and Data Team, inputting into segmentation, customer journeys and testing plans to maximise overall student conversion.

ANALYSIS AND REPORTING

- Development and production of regular campaign performance evaluation reports and regular monitoring of campaigns to support their optimisation and improve ROI.

- Production and presentation of Campaign MI for outbound calling. Featuring volumes contacted in the prior week, available volume for current week, call outcomes and conversion performance vs control. Supporting the CRM Campaign Managers in the prioritisation of outbound calling.

- Providing forecasts and inputs for the annual outbound calling capacity plan managed by Student Recruitment Finance team.

- Understand the context of briefs and positively challenge to get the best data selection/MI/campaign outcome possible.
• Ensure outputs are high quality: accurate, relevant, reliable and well presented.
• Maximise realisable ROI benefits through rigorous tracking and evaluation.
• Proactively identify data development requirements.
• Ensure outputs are always 100% compliant with legal and regulatory requirements around consumer data, as well as internal policies.
• Lead reviews on any aspects of the portfolio as required (e.g. Nations, Central Academic Units, subject area, segment etc.) to identify performance trends, resolve issues and develop opportunities for improving marketing return on investment.
• Work in collaboration with the Data and Analytics team and Marketing Analyst (Modelling) to specify data sets and models in support of the required portfolio analysis.

COMMUNICATION AND RELATIONSHIP MANAGEMENT
• Work closely and proactively with Marketing and other colleagues to ensure alignment and effective implementation of planned marketing activity.
• Proactively arrange and lead meetings to review and understand briefs.
• Proactively communicate progress against requirements.
• Build and develop positive relationships with key stakeholders e.g. Campaign Managers, IT, media/data agencies etc. and seek opportunities to add value.
• Identify opportunities to share insight and learning within the team and across the Marketing Unit.

LEADERSHIP
• Provide leadership for 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.
• Lead 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.

TEAM 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
• A relevant degree or equivalent higher education qualification (e.g. statistics, maths, marketing, economics) (E)
• A relevant professional marketing/data management qualification e.g. IDM certificate (E)
• Relevant SAS certifications (e.g. Base Programmer, Predictive Modeller, Statistical Business Analyst, Integration Developer etc.) (D)
• A relevant professional marketing qualification e.g. CIM diploma (D)
### Knowledge, work and other relevant experience

**Essential:**
- Experience of the evaluation (and ideally planning and implementation) of segmented multi-channel national campaigns, working in a Marketing function in a large and complex organisation with multi-million volume of contacts per year
- Evidence of leading the successful delivery and evaluation of results against campaign objectives such as enquirer volumes, cost per enquiry, return on investment, etc.
- Experience of developing relationships with key decision makers and stakeholders to understand and interpret their requirements; translating requirements into appropriate and effective deliverables
- Demonstrable evidence of developing and generating performance metrics and actionable reporting to support the achievement of marketing campaign objectives
- Highly numerate and commercially minded with experience of evaluating and supporting the optimisation of marketing communication budgets and activity
- Good understanding of the broader market context.
- Applied experience of Data Protection and marketing data management best practice

**Desirable:**

### Personal abilities and qualities

**Essential:**
- A passion for data driven performance marketing
- Data led and analytical, but can ‘translate’ and communicate to people of all levels and backgrounds.
- A desire to continually develop knowledge and skills
- Excellent attention to detail.
- ‘Can do’ approach, with a proactive, inquisitive mind-set.
- Able to plan and prioritise own workload to best meet customer needs.
- Innovative, self-reliant and dedicated approach to duties and an ability to work well under pressure
- Excellent communication skills - written and oral presentations
- Leadership Competencies:
  - Inclusive
  - Team player
4. Role specific requirements e.g. Shift working

UK and some travel

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 caroline.dickens@open.ac.uk.

If you have any questions regarding the application process please email: 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 on 22 November 2017</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>
<tr>
<td></td>
<td>(Short Application form, CV and Covering Letter)</td>
</tr>
</tbody>
</table>

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.