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>14098</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Senior Product Marketing Manager</td>
</tr>
<tr>
<td>Reports to:</td>
<td>Head of Product Marketing</td>
</tr>
<tr>
<td>Salary:</td>
<td>£50,618 to £56,950</td>
</tr>
<tr>
<td>Terms and conditions:</td>
<td>Academic Related</td>
</tr>
<tr>
<td>Grade</td>
<td>9</td>
</tr>
<tr>
<td>Duration of post:</td>
<td>12 Month Fixed Term Contract to cover maternity leave</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>Noon - Tuesday 7th 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>Clare Hierons</td>
</tr>
</tbody>
</table>
2. Summary of duties

**STRATEGY AND PLANNING**

- Ensure that marketing’s commercial objective, (new student numbers), are reconciled and aligned to the University’s strategy and the overall student targets
- Ensure a market-led view is considered in student number and product portfolio planning
- Review and utilise relevant data and insight (such as HESA, trend data, product development information, UKMS) to shape and validate student numbers and bring a market perspective to product development
- Influence faculty planning process to ensure it is market led and aligned with overall University strategy
- Identify any variance or misalignment of new student number targets and identify risks and issues to determine appropriate response and possible solution/s
- Monitor faculty performance versus new student number target and identify opportunities or underperformance (as appropriate) to increase likelihood of hitting overall new student number target

**PRODUCT MANAGEMENT**

- Work with faculty and business partners to identify growth opportunities
- Accountable for Product Strategies and product performance reviews including recommendations
- Responsible for ensuring research and Insight projects deliver objectives to achieve customer opportunities
- Influence faculty curriculum review and guide product development in line with market opportunities

**CREATE COMPELLING PROPOSITIONS**

- Use insight and market understanding to clearly articulate product differentiation and customer benefit
- Collaborate with Brand & Acquisition, Customer Experience and Digital sub units to test and validate product communications to potential students
- Develop communication briefs and collaborate with Brand Acquisition, Customer Experience, Digital and other teams, as appropriate to deliver effective and compelling product marketing campaigns
- Manage new products into market, working with Brand & Acquisition, Customer Experience and Digital to influence channels and content
- Agree objectives and measures of success for product marketing campaigns
- Explore new methods and channels to land product campaign activity and adopt a test and learn mentality to drive innovation across the marketing team
- Identify and prioritise tactical faculty and/or product marketing opportunities

**MONITORING AND OPTIMISATION**

- Use performance reporting and other information sources to make meaningful and timely commercial decisions to achieve new student numbers
- Identify risks and issues and manage them appropriately through unit processes and operations
- Ensure marketing leadership team and other key stakeholders are kept informed of progress against activities and targets

**PROBLEM SOLVING AND COLLABORATION**

- Benchmarking our practice against other relevant competitors
- Encouraging collaborative management style within the team and its relationships with other parts of Marketing and stakeholders across the University
- Operate as the key stakeholder for faculties in Marketing. Facilitate the development of relationships across Marketing with relevant faculty colleagues as required
LEADERSHIP

- Provide leadership for direct reports 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
- Lead the management and allocation of necessary resources for the delivery of the team’s objectives

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, conduct appraisals and career discussions for any team member and regularly review progress
- Ensure the annual review of training and development needs of any team member 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 (or equivalent)
Desirable: A CIM professional qualification (or equivalent)

Knowledge, work and other relevant experience

Essential:
- Proven knowledge and experience in Consumer products and services, including proposition launch/delivery
- Highly numerate and analytical
- Customer focussed
- Experience in creating business cases
- Understanding of the full marketing channel mix
- Substantial experience of managing stakeholders in complex and political environments
- Substantial experience of providing and using data and market insight to support strategic decision making in a complex organisation
- Demonstrable experience of successfully achieving commercial objectives
- Demonstrable experience of successful multiple project management
- Proven experience of leading cross functional activities in a complex environment
- Evidence of ability to set priorities and exercise judgement

Desirable:
- Experience of the HE sector or a sector relevant to the Open University’s operations is welcomed but not compulsory
- Experience of international markets
Personal abilities and qualities

Essential:
- High levels of personal flexibility, enthusiasm and self-motivation
- High order relationship or stakeholder management skills
- Successful track record of influencing change
- Analytical, with proven interpretation skills
- Ability to produce compelling business papers and presentations
- Effective negotiator and communicator
- Ability to influence at key decision making forums
- Ability to operate successfully as a business partner
- Ability to demonstrate resilience
- High level of problem solving capability and use of numerical information to support a case

Leadership competencies

Essential:
- Experienced manager and leader
- Inclusive
- Team player
- Fair and consistent in approach
- Well-developed influencing skills

Style and motivations

- Highly collaborative
- An ambassador for marketing around the University
- Resilient
- Innovative and creative thinker
- Persuasive and highly credible

4. Role specific requirements e.g. Shift working

Working within the UK, some travel may be required.

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 have any questions regarding the application process please contact:
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>Noon - Tuesday 7th 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>(Short Application form, CV and Covering Letter)</td>
<td></td>
</tr>
</tbody>
</table>

8. Selection process and date of interview

<table>
<thead>
<tr>
<th>The interview panel will be chaired by:</th>
<th>Jodi Burt, Head of Product Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>The other members of the interview panel will be:</td>
<td>TBC</td>
</tr>
<tr>
<td>The interviews will take place on:</td>
<td>TBC</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.