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>14177</th>
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<tbody>
<tr>
<td>Job title:</td>
<td>Senior Customer Experience Manager</td>
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<tr>
<td>Reports to:</td>
<td>Head of Marketing – Digital &amp; Customer Experience</td>
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<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>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>Noon on 23 February 2018</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>Short Application, 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>
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</table>
2. Summary of duties

**CUSTOMER EXPERIENCE STRATEGY AND PLANNING**

- In conjunction with team members, develop the customer experience design across different audiences and journey stages to meet business targets and consumer expectations of a digital leader. Business targets include:
  - Increased prospect lead capture
  - Increased conversion rates
  - Retention improvements
  - Student numbers
- Ensure leading edge consumer & digital best practice is incorporated into strategic designs and project delivery
- Lead a programme of user research to inform both strategic design and project detailed design
- Build a user centered design practice (methodology, ways of working etc) within the Customer Experience function

**PROGRAMME AND PROJECT DELIVERY**

- Develop and deliver compelling experience programmes that both iterate and innovate primarily across online channels but that deliver seamlessly into a multi-channel context. Deliver to budget and timescale.
- Collaborate with all project stakeholders to ensure we provide the optimal student experience and outcome in keeping with The Open University brand values and objectives.
- Utilise development and project management methodologies dependent on project requirements.
- Manage team delivery across multiple projects.
- Lead a team of agile product owners, ensuring quality & timely production of epics & user stories and backlog management, driving sprint planning with associated scrum teams.
- Guard the quality of the products delivered through specification, testing and customer use analysis.

**RESOURCE MANAGEMENT**

- Budget management c. £250k pa. Potentially higher for individual programme or project business cases.
- Develop strong relationship with key internal and external teams securing the right resources and buy in.
- Build and champion the close and collaborative relationship with internal and external suppliers on behalf of the Marketing Unit, inspiring them and getting the best output through brilliant business cases, briefs, collaborative working and constructive and motivating feedback.

**INDUSTRY TRENDS AND BEST PRACTICE**

- Scan media and industry sources to identify customer experience, digital, marketing, HE recruitment trends and the competitive consumer landscape that may impact or enhance The Open University’s customer experience.
- Bring new ideas and concepts forward to develop innovative and effective digital & multi-channel solutions to business and customer experience challenges.
- Maintain regular dialogue with outside partners to develop skills, technologies, processes and information sources that support the university and its success

**PROBLEM SOLVING AND COLLABORATION**

- Identify potential issues that are likely to have a negative impact on product delivery, customer experience or achieving business targets and propose, evaluate and deliver solutions
- Identify internal opportunities and issues for the Marketing Unit
- Resolve issues resulting from team structures or processes
- Encouraging collaborative management style within the team and its relationships with other parts of the Marketing Unit, stakeholders and The Open University

**LEADERSHIP**

- Provide strong cross functional leadership that brings together people within the role holder’s team and across the wider University
- Provide excellent 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

Essential:

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

Desirable:

- Customer Experience strategy development and / or design training
- Project / programme management qualification
- Agile product owner certification

Knowledge, work and other relevant experience

Essential:

The post holder will be an experienced, commercially focused customer experience professional with a
track record of success in customer programs, development and conversion

Experience and expertise should include:
1. Demonstrable senior management experience of successfully specifying customer experience
   programmes at scale in a consumer service environment
2. A deep knowledge of current & emerging web technologies and how they should be used to enhance
   customer experience and commercial return
3. Evidence of significant success in customer experience programmes with a leading brand
4. Evidence of experience in implementing customer experience programmes across
   Digital/Mobile/CRM technologies
5. Very familiar with data driven decision making, CRM technology and tools
6. Experience of managing projects
7. Experience of successful solution design and development using agile & waterfall development
   methodologies
8. Previous experience as a digital agile product owner and therefore able to lead a team of product
   owners
9. User experience evaluation experience
10. Able to calibrate value and quality of agency input through both their experience and objective
    analysis
11. Evidence of a high level of successful leadership of a team with challenging targets and in proving
12. Customer First approach to decision making and design based on consumer and data insights
13. A proven record of operating and managing budgets
14. Managing multiple stakeholders (internal and external) to meet or balance competing needs and challenges
15. Extensive industry knowledge, well versed and current in digital and omni channel best practice

Desirable:
- Knowledge of Cx / Ux research and design tools such as Axure, Hotjar, Crazy Egg etc.
- Knowledge of project collaboration tools such as Trello, Sharepoint, PPM
- Knowledge of Adobe Analytics

Personal abilities and qualities

Essential:
1. Exceptional creative, visioning & storytelling skills
2. Exceptional digital experience design and development skills
3. Senior Management experience and an ability to develop excellence in specialist teams
4. Innovative, self-reliant and determined approach to duties and an ability to work well under pressure
5. Keen sense of entrepreneurship and commercial approach to meeting business objectives - outcomes and results focus
6. Culture fit, values and an eagerness to live our brand
7. Highly numerate, strategic and commercially minded
8. Proven track record of managing project budgets
9. Excellent command of written and spoken English to enable evaluation of motivating, accurate and effective communications
10. Appetite for innovation and new concepts to explore – stays abreast of industry and market trends
11. Able to work and think creatively on multiple projects and with multiple project teams and stakeholders
12. Strong interpretation, communication and negotiation skills including the ability to present effectively and influence key decision making forums
13. Positive outlook and ability to influence and persuade others in a positive manner
14. Able to identify, extract, summarise and interpret relevant information from a broad range of sources to evaluate and develop insights that shape experience design & delivery
15. Excellent relationship management skills with a demonstrated ability to communicate at all levels of the organisation
16. Strong team leadership and management skills:
   a. Ability to see big picture and unit’s place within it
   b. Ability to set objectives and to evaluate and manage performance

Leadership competencies

18. Experienced manager and leader
19. Inclusive
20. Team player
21. Fair and consistent in approach
22. Able to galvanise support across a complex organisation with a wide range of stakeholders

Style and motivations

23. Highly collaborative
24. Passionate about marketing and advertising - an evangelist and ambassador for marketing around the University
25. Enthusiastic about success and performance
26. Resilient and entrepreneurial
27. Dynamic and fast paced
28. Thirst for knowledge - innovative, creative and curious
29. 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

The role holder may be required to travel internationally for up to one week per month

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 Marketing Recruitment by 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 23 February 2018</th>
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<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

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<tr>
<th>The interview panel will be chaired by:</th>
<th>To be confirmed</th>
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<tbody>
<tr>
<td>The interviews will take place on:</td>
<td>To be confirmed</td>
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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. Applications received after the closing date will not be accepted.