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>14367</th>
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</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Insight Manager x2</td>
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<tr>
<td>Reports to:</td>
<td>Senior Insight Manager – Marketing Strategy &amp; Insight</td>
</tr>
<tr>
<td>Salary:</td>
<td>£39,992 to £47,722</td>
</tr>
<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>6 Month Fixed Term Contract</td>
</tr>
<tr>
<td>Working hours:</td>
<td>Full Time</td>
</tr>
<tr>
<td>Location:</td>
<td>Milton Keynes</td>
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<tr>
<td>Closing date:</td>
<td>Noon on 23 February 2018</td>
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<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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2. Summary of duties

**INSIGHT & RESEARCH**

- Delivery of ad hoc research projects in response to or anticipation of business needs
- Development of research projects to define strategic priorities or shape the strategic direction of the University
- Responsible for monitoring perceptions and performance of brand and customer experience
- Ensuring research objectives are agreed and support from stakeholders/sponsors is secured
- Designing and commissioning research project with agreed agency, providing excellent briefs, agreeing realistic timescales and budget
- Ongoing project management of research projects, ensuring delivery to brief, deadline and within agreed costs
- Responsible for effective delivery and communication (written and verbal) of final output to stakeholders/sponsor and wider dissemination as required
- Responsible for providing sound and insightful interpretation and recommendations
- Contribute to the up-keep of the research and insights library
- Keep up to date with developments in consumer and sector research, pioneering innovation through new ways of working or new methodologies
- Support interpretation of market trend data and market analysis
- Keeping abreast of education sector developments and competitor sets – taking appropriate action as needed

**AGENCY MANAGEMENT**

- Develop effective relationships with external agencies to ensure delivery to the highest quality standards
- Ensuring regular agency performance review
- Providing agencies with timely feedback to ensure continued high quality delivery
- Regular review of agency roster to enable best practice and fresh thinking

**COMMUNICATION, INFLUENCING & RELATIONSHIP MANAGEMENT**

- Establish effective relationships with key University stakeholders, leveraging these successfully to influence strategy and decision-making
- Participate in cross function working groups providing research design expertise and/or insights
- Responsible for representing the voice of customer across the University
- Creating and taking advantage of opportunities to disseminate Insight findings across the University to ensure insight is at the heart of all strategic activity
- Build Insight team’s reputation as the “go to team” for insight expertise and customer understanding

**LEADERSHIP**

- Work collaboratively with colleagues in Marketing and other units to achieve business objectives
- Build and develop positive relationships with stakeholders to ensure buy-in and delivery of recommendations
- There are no formal reporting lines to this post; however, each Insight Manager will be required to manage relationships with a large number of stakeholders
- Actively participate in the development of an engaged, skilled and motivated team
- Invest in on-going personal development
- Ensure performance issues are identified and proactively managed to resolution
- Champion and lead the drive for excellence in Insight within the team and broader business
### 3. Person specification

#### Requirements  (E = Essential/ D = Desirable)

<table>
<thead>
<tr>
<th><strong>Education, qualifications and training</strong></th>
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<tbody>
<tr>
<td><strong>Essential:</strong></td>
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<tr>
<td>A degree (or equivalent)</td>
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<tr>
<td><strong>Desirable:</strong></td>
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<tr>
<td>A CIM professional qualification (or equivalent)</td>
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<table>
<thead>
<tr>
<th><strong>Knowledge, work and other relevant experience</strong></th>
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<tbody>
<tr>
<td><strong>Essential:</strong></td>
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<tr>
<td>• Substantial experience of problem solving through the provision and use of qualitative and quantitative research to support strategic decision making/business cases in a complex organisation as input to marketing strategy and planning</td>
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<td>• Proven knowledge and experience in consumer products and services – understanding of customer behaviour and segmentation</td>
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<tr>
<td>• Substantial experience of managing stakeholders in complex and political environments</td>
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<td>• Demonstrable experience of successful multiple project management</td>
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<td>• Proven experience of leading cross functional activities in a complex environment</td>
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<td>• Evidence of ability to set priorities and exercise judgement</td>
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<td>• Experienced in assessing the value and quality of agencies</td>
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<tr>
<td><strong>Desirable:</strong></td>
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<tr>
<td>• Experience of the HE sector or a sector relevant to the Open University’s operations is welcomed but not compulsory</td>
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<td>• Experience of international markets</td>
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<td>• Contacts in the research/insight industry</td>
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<table>
<thead>
<tr>
<th><strong>Personal abilities and qualities</strong></th>
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<tbody>
<tr>
<td><strong>Essential:</strong></td>
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<tr>
<td>• High levels of personal flexibility, enthusiasm, self-motivation and resilience</td>
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<tr>
<td>• Strong relationship/stakeholder management skills. An effective negotiator and communicator, strong business partner, highly collaborative.</td>
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<tr>
<td>• Ability to influence at key decision making forums -successful track record of influencing</td>
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change

- Highly numerate, analytical, with proven interpretation skills
- Innovative and creative thinker
- Persuasive and highly credible and able to package and present ideas in a compelling way appropriate to the audience – internal, external and partners
- Stays abreast of industry and market trends
- Thirst for knowledge – innovative, creative and curious

Leadership Competencies

- Experienced manager
- Inclusive
- Team player
- Fair and consistent in approach
- Well-developed influencing skills
- An ambassador for marketing around the University

4. Role specific requirements e.g. Shift working

Working within the UK

- 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

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

<table>
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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.