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>15429</th>
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</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Product Marketing Manager</td>
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<tr>
<td>Reports to:</td>
<td>Senior Product Marketing Manager</td>
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<tr>
<td>Salary:</td>
<td>£40,792 to £48,677 pa</td>
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<tr>
<td>Terms and conditions:</td>
<td>Academic-Related</td>
</tr>
<tr>
<td>Grade</td>
<td>8</td>
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<tr>
<td>Duration of post:</td>
<td>Permanent</td>
</tr>
<tr>
<td>Working hours:</td>
<td>Full Time, 37 hours per week</td>
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<tr>
<td>Location:</td>
<td>Milton Keynes</td>
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<tr>
<td>Closing date:</td>
<td>12 Noon on 5 December 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><a href="mailto:Marketing-Recruitment@open.ac.uk">Marketing-Recruitment@open.ac.uk</a></td>
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</tbody>
</table>
2. Summary of duties

**MARKET ANALYSIS, INSIGHT & PRODUCT PERFORMANCE**
- Regular review of product portfolio to understand OU performance versus targets and identify trends, issues and opportunities (frequency as appropriate in annual cycle)
- Produce, interpret and communicate trend data using appropriate data sets (e.g. Higher Education Statistics Agency (HESA) data) for relevant product areas highlighting issues and opportunities to stakeholders
- Identify new data sources or use new tools and techniques to build market understanding
- Monitor and understand competitor set and communicate with stakeholders as appropriate
- Monitor and understand competitor pricing to inform decision making
- Collaborate with Strategy Office, Faculty and the Business Development Unit (BDU) to develop understanding of market dynamics and external drivers that influence product area
- Provide high quality analysis and reports to respond to key strategic priorities

**PRODUCT DEVELOPMENT**
Proactively identify customer and market opportunities, communicating recommendations to stakeholders, through
- Develop and produce Product Portfolio Reviews, with clear recommendations for growth opportunities, Work in collaboration with insight managers to deliver primary research leading to focused recommendations
- Work with faculty to design and develop curriculum appropriate for market and customer learning needs
- Champion products within marketing, building understanding and awareness of product changes and propositions across the department
- Influence faculty’s stage-gate process by providing market led recommendations (e.g. marketing section of investment cases, comments on opportunity reviews etc.)

**MARKETING COMMUNICATIONS**
- Influence how the product is positioned and communicated to students in owned channels, by working closely with key stakeholders (Digital and Customer Experience (CE) sub units as well as Student Recruitment Services, Communications and BDU)
- Review performance and recommend appropriate actions to be taken to mitigate risks or achieve opportunities
- If appropriate, collaborate with Brand & Acquisition and CE sub units to agree communication activity including channels, budget and objectives
- Monitor performance versus objectives
- Communicate with stakeholders on activity and performance

**COMMUNICATION & 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 Product Manager will be required to manage relationships with a large number of stakeholders**
- Provide leadership for staff and motivate them to generate best in class analysis and recommendations
- Participate in the development of an engaged, skilled and motivated team, and support and encourage on-going personal development
- Ensure performance issues are identified and proactively managed to resolution
- Champion and lead the drive for excellence in marketing within the team
TEAM AND STAFF DEVELOPMENT (where appropriate)

- Ensure the professional and personal development of managed staff
- Ensure the well-being and effective working of the team
- Set objectives and conduct appraisals for staff and regularly review progress
- Ensure the annual review of training and development needs 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 relevant degree or equivalent higher education qualification |
| Desirable: | A relevant professional marketing qualification e.g. CIM certificate or diploma |

**Knowledge, work and other relevant experience**

| Essential: | Substantial experience of product development  
Knowledge and experience of product management tools and techniques used to develop Product Strategies  
Excellent analytical skills and substantial experience of using market intelligence and insights (including numerical and statistical data) to support strategic decision making  
Evidence of ability to set priorities and exercise judgment  
Experience of leading and participating in cross functional projects  
Ability to manage multiple projects  
Experience of budget tracking  
Effective PowerPoint and Excel skills |
| Desirable: | Experience of a large and complex public sector or HE organisation  
Experience of international markets |

**Personal abilities and qualities**

| Essential: | Strong negotiating and influencing skills to develop excellent relationships with senior stakeholders  
Innovative, flexible, self-reliant and determined - outcome and results driven  
Excellent communication skills including presentation and written skills  
Persuasive and highly credible  
High attention to detail |
4. Role specific requirements e.g. Shift working

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 have any questions regarding the application process please email Marketing-Recruitment@open.ac.uk.

7. The application process and where to send completed applications

Please ensure that your application reaches the University by: 12 Noon on 5 December 2018

E-mail your application to: Marketing-Recruitment@open.ac.uk
8. Selection process and date of interview

| The interviews will take place: | w/c 17 December TBC |

- 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.