Marketing Performance Manager

1. Summary of duties

To support the marketing team in hitting the annual business targets of enquiry generation and prospect conversion.

To measure the impact of Acquisition marketing activity, in flight and post campaign, to support Campaign managers in delivering efficient and effective campaigns.

To improve the health of the prospect pool (quality and quantity) and maximize the conversion of prospects to enquirers and enquirers to registered students with powerful and motivating communication programmes, with a focus on need, marketing effectiveness and cost-efficiency.

Responsible for:

- Delivering timely and insightful analysis and reporting of all marketing activity from Acquisition through to Conversion including Offline and Online performance.

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

- Working in collaboration with Agency partner to brief and manage Econometrics modelling on an annual basis, distilling core insights and communicating key findings to internal teams and external agencies.

- 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 communications programmes.

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

- Use the insight and analytics to support future marketing programmes.

- The role holder is also a subject matter expert for digital and web analytics in relation to their impact on customer behaviour and will work across the Unit to build digital analytics understanding and capability.

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.

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

- Development of robust data planning with Campaign 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.
- Analyse cross-channel campaign performance and reporting back to communications teams and senior stakeholders with recommendations for development opportunities.
- 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 100% compliant (with legal and regulatory requirements around consumer data, as well as internal policies), high quality: accurate, relevant, reliable and well presented.
- Champion and lead the drive for excellence in performance marketing within the team.
- Proactively identify data development requirements.
- 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.
- Ensure performance issues are identified and proactively managed to resolution.

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 campaign analytic requirements.
- 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.

All staff are expected to undertake any other duties which may be reasonably required

2. 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)

**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 / KPI’s such as enquirer volumes, conversion target, cost per enquiry, return on
• 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.

• Applied experience of Data Protection and marketing data management best practice.

• Evidence of extensive understanding and experience of advanced excel, modelling and presentation skills.

• Experience of managing a flexible workload and responding to changing priorities.

**Desirable:**

• Education sector experience

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**Personal abilities and qualities**

**Essential:**

• An ability to capture business requirements and turn them into actionable insight that is then used to plan and prioritise own workload to best meet customer needs.

• Data led and analytical thinker, with excellent attention to detail that can ‘translate’ and communicate to people of all levels and backgrounds

• A sound understanding of and a commitment to equal opportunities and diversity and takes an inclusive approach.

• A consummate team player, able to influence and work closely with all colleagues to arrive at a successful outcome.

• An evangelist and ambassador for marketing around the University and takes an entrepreneurial, creative, dynamic approach in a fast paced environment.

**Desirable:**

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3. **Role specific requirements e.g. Shift working**

UK and some travel
4. 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 data, analytical and insight skills but most of all we want marketers who’ll challenge us to use the latest 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.