**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>13953</th>
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<tbody>
<tr>
<td>Job title:</td>
<td>Digital Marketing Executive</td>
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<tr>
<td>Reports to:</td>
<td>Digital &amp; CRM Channel Manager</td>
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<tr>
<td>Salary:</td>
<td>Circa £32,000</td>
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<tr>
<td>Terms and conditions:</td>
<td>Academic Related</td>
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<tr>
<td>Grade</td>
<td>Grade 7</td>
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<tr>
<td>Duration of post:</td>
<td>Fixed term contract for 1 year</td>
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<tr>
<td>Working hours:</td>
<td>37</td>
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<tr>
<td>Location:</td>
<td>Walton Hall, Milton Keynes</td>
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<tr>
<td>Closing date:</td>
<td>Midday, 14 November 2017</td>
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<tr>
<td>Type of application form accepted:</td>
<td>OU short application form plus CV.</td>
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<td></td>
<td>Applications should be accompanied by a covering letter detailing how candidates fit the criteria in the person specification.</td>
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<tr>
<td>Number of referees required:</td>
<td>Three</td>
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<tr>
<td>Unit recruitment contact:</td>
<td>Diane Latimer</td>
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</table>
2. Summary of duties

**Purpose Statement:**
To maintain the health of the business sales lead generation pool focusing on quality and quantity and assisting with the development and execution of the annual digital marketing acquisition and brand strategies and plans in line with business objectives.

To maximize marketing return on investment from spend and resources through powerful and motivating digital campaigns, budget control and marketing efficiency/performance.

The job is a Digital Marketing Executive in the Marketing Communications team within the Business Development Unit with responsibility for enabling the unit to meet its business targets. This member of the team is tasked with leading on delivery of new enquirers to the Business Unit and supporting its objective of hitting new leads targets.

The role holder will work within a cross functional team to assist with the development and delivery of compelling multi-channel communications programmes that support marketing objectives.

**Responsibilities:**

**DIGITAL STRATEGY AND PLANNING**
- In conjunction with Digital & CRM Channel Manager, assist with the development and delivery of the annual go to market plan for all B2B and Apprenticeships lead generation marketing activities both nationally and locally in line with Unit’s plan to meet business targets.

**CAMPAIGN/PROGRAMME DELIVERY**
- Lead on the delivery of compelling campaigns and activities across online/digital, online events and experiential channels to generate awareness of the OU B2B brand that turns into active consideration and meets business targets
- Write briefs, brief agencies and develop campaign assets and media plans as required
- Work with The Open University Central Marketing team to ensure we have the best MI to drive into the planning of our campaigns
- Ensure all campaign activity is communicated with the wider marketing communications team as well as the Unit stakeholders
- Provide support to Senior Management within the Marketing Communications team on campaign financial administration tasks i.e., raising and amending cost estimates and purchase orders and management of campaign and team budgets
- Monitoring and forecasting main agency budgets
- Ensuring robust financial processes in the area of responsibility are in place and improved where required
- In close collaboration with other Units across The Open University (e.g. Communications and Central Marketing) assist with exploiting earned and owned media channels to deliver business targets including:
  - Social media
  - The Open University website
  - CRM
CAMPAIGN PERFORMANCE AND OPTIMISATION

- Understand performance metrics of activities and campaigns and ensure the set-up of all campaign tracking

RESOURCE MANAGEMENT

- Develop a strong relationship with key internal and external teams securing the resources required to deliver campaigns effectively
- Build and champion the close and collaborative relationship with agencies
- Inspiring them and getting the best output through brilliant briefs, collaborative working and constructive and motivating feedback
- Ensure quality of services to deliver high standards of work delivered to brief, plan and budget

INDUSTRY TRENDS AND BEST PRACTICE

- Scan media and industry sources to identify marketing, advertising, apprenticeships, HE recruitment trends and the competitive landscape that may impact or enhance The Open University’s marketing/brand performance/proposition
- Bring new ideas and concepts forward to develop innovative and effective solutions to business and marketing challenges
- Maintain regular dialogue with outside partners to develop skills, technologies, processes and information sources that support the unit and its success

PROBLEM SOLVING AND COLLABORATION

- Look out for potential internal issues that are likely to have a negative impact on the University and the delivery of its business strategy and propose, evaluate and deliver solutions
- Identify internal opportunities and issues for the Business Development Unit
  - Resolving or highlighting issues resulting from team structures or processes
  - Encouraging collaborative working within the team and its relationships with other parts of the Unit and Communications Unit, stakeholders at The Open University

LEADERSHIP

- Lead by example and create a clear and positive internal profile inside and outside the Business Development Unit
- Ensure performance issues are identified and proactively managed to resolution

TEAM AND STAFF DEVELOPMENT

- Ensure the professional and personal development and well-being of colleagues
- Ensure and support the effective working of the team
- Meet objectives and regularly review progress
- Ensure your training and development needs are identified and actively pursue them

All staff are expected to

- Undertake any other duties which may be required by senior management
- Work in an agile fast paced working environment
- Demonstrate a strong commitment to the principles and practice of equality and diversity
3. Person specification

Requirements (E = Essential/ D = Desirable)

**Education, qualifications and training**

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

**Knowledge, work and other relevant experience**

<table>
<thead>
<tr>
<th>Essential:</th>
<th>The post holder will be a commercially focused marketing practitioner with a keen interest in digital marketing and/or advertising campaigns. Experience and expertise should include:</th>
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<tbody>
<tr>
<td></td>
<td>• Experience of successfully delivering digital and multi-media acquisition and brand campaigns at scale in a consumer service environment</td>
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<td>• Experience of successful collaboration with top flight creative, media and marketing agencies – appreciating each party’s strengths and roles – and with internal partners for delivery</td>
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<td></td>
<td>• Understanding of lead generation and brand marketing and advertising Digital/Social Media/PPC/SEO/ Experiential</td>
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<td>• Understands the need to be objective when evaluating value and quality of agency output</td>
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<td></td>
<td>• Customer-centric approach to marketing – including understanding of creative/proposition development of powerful and successful digital marketing based on consumer and data insights</td>
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<td></td>
<td>• Experience of managing multiple stakeholders (internal and external) to meet or balance competing needs and challenges</td>
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<td>• Experience of campaigns using new technology and media for marketing purposes</td>
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<td></td>
<td>• Leadership competencies:</td>
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<td>o Experienced and effective marketing executive or similar role, B2B experience is preferred</td>
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<td></td>
<td>o Team player</td>
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<td>o Inclusive, fair and consistent in approach</td>
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<td>o Able to galvanise support across a complex organisation with a range of stakeholders</td>
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<table>
<thead>
<tr>
<th>Desirable:</th>
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<td></td>
<td>• Understanding of brands and brand management</td>
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<td></td>
<td>• Evidence of working in marketing or brand advertising in an organisation of similar size</td>
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<td>• Evidence of appetite for developing industry knowledge and contacts in the B2B environment</td>
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### Personal abilities and qualities

**Essential:**

- Commercial approach to meeting business objectives - outcomes and results focus
- Well-developed communication and team working skills
- Culture fit, values and an eagerness to live our brand
- Numerate and financially astute
- Able to work and think creatively on multiple projects and with multiple project teams and stakeholders
- Positive outlook and ability to persuade others in a constructive manner
- Able to understand, summarise and interpret relevant information from a broad range of sources to support development of insights and marketing/brand plans
- Relationship management skills with a demonstrated ability to communicate at all levels of the organisation
- Team work and management skills:
  - Ability to see big picture and unit’s place within it
  - Ability to meet objectives and to evaluate and manage own performance
- Style and motivations
  - Highly collaborative
  - Passionate about marketing and advertising - an evangelist and ambassador for marketing around the University
  - Enthusiastic about success and performance
  - Resilient and entrepreneurial
  - Dynamic and fast paced
  - Thirst for knowledge - innovative, creative and curious
  - Persuasive and highly credible and able to package and present ideas in a compelling way appropriate to the audience – internal, external and partners

**Desirable:**

- Appetite for innovation and new concepts to explore – stays abreast of industry and market trends
- Keen sense of entrepreneurship and commercial appreciation
- Ability to develop strong communication and negotiation skills including presenting effectively and influencing appropriate decision making forums
4. Role specific requirements e.g. Shift working

UK and some travel

5. About the unit/department

The Business Development Unit
The aim of the Business Development Unit is to create and implement a profitable commercial and international strategy for the Open University.

The BDU is working to construct and implement the overall business development strategy for the OU both in the UK and internationally. This activity includes improved partnerships with business development efforts in faculties and in the nations and regions.

The unit has two core activity streams:

- To deliver sustainable net revenue streams for the OU through developing existing and as yet undeveloped new markets
- To be a customer-focused business, generating significant growth of revenue. The rate of growth will be governed by the BDU’s Unit Plan, which will set achievable targets for increasing both income and profitability.

Open University Worldwide
It is essential The Open University continues to become less dependent on government funding. To do this it manages a balancing act: supporting teaching, learning and open access as well as funding and developing top level research.

Competition for students, staff and funding is intense and global, and students’ expectations have risen sharply as learners increasingly view themselves as ‘consumers’ of education. The demand for top class facilities and services is growing, as are expectations for flexible learning patterns and qualifications that will really make a difference to careers.

The Open University has developed ambitious plans to grow associated revenues through its commercial entity, Open University Worldwide (OUW).

With a market leading range of products, cutting edge technology and a strong, commercially focused team, this is an exciting time to join the team.

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 Bindia Sidar on 01908 858368 or email: bindia.sidar@open.ac.uk.

If you have any questions regarding the application process please contact Diane Latimer on 01908 332370 or email: bdu-staffing@open.ac.uk.
7. The application process and where to send completed applications

| Please ensure that your application reaches the University by: | Midday 14 November 2017 |
| Post it to: | Diane Latimer |
| Name/Job title: | Business Support Officer |
| Department/Unit: | Business Development Unit |
| Address: | The Open University  
1st Floor East Perry Building  
Walton Hall  
Milton Keynes  
Buckinghamshire |
| Post Code: | MK7 6AA |
| Or e-mail your application to: | bdu-staffing@open.ac.uk |

8. Selection process and date of interview

| The interview panel will be chaired by: | Bindia Sidar, Digital & CRM Manager |
| The other members of the interview panel will be: | Brian Waddell, MarComms Strategic Development Manager |
| The interviews will take place on: | Tuesday 21 November 2017 |
| The selection process for this post will include | Presentation – details to be confirmed. |

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.