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>14502</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>CRM Production Executive</td>
</tr>
<tr>
<td>Reports to:</td>
<td>CRM Production Manager</td>
</tr>
<tr>
<td>Salary:</td>
<td>£32,548-£38,833 pa</td>
</tr>
<tr>
<td>Terms and conditions:</td>
<td>Academic-related</td>
</tr>
<tr>
<td>Grade</td>
<td>7</td>
</tr>
<tr>
<td>Duration of post:</td>
<td>12 months Maternity Cover</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>12noon on 26 March</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>Short application form, 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>
</tr>
</tbody>
</table>
2. Summary of duties

The role is a CRM Production Executive in the CRM Programmes and Data Analytics team to support conversion of enquirers through to registered students with powerful and motivating customer communication programmes. These programmes always put the customer first. The role holder will achieve this and deliver marketing effectiveness and cost-efficiency by:

1. Creating and delivering specific email and CRM campaigns using our in-house CRM and Email Service Platform.
2. Delivering CRM programmes which are predominantly email but will also include other channels e.g. direct mail, outbound calls, SMS, social media.
3. Working with the CRM Production Manager, CRM Programme Managers and Data Analytics team to ensure that all components of the campaign plans are coordinated and ready to meet the delivery requirements.

This is a role which directly enables the Marketing Unit to meet its business targets by delivering CRM programmes. This is achieved through managing the production cycle, including creation of emails and other customer communications, testing, data loading and management, communication dispatch and response reporting.

The role holder works within a specialist team to develop and deliver compelling multi-channel communications programmes that deliver conversion and experience objectives.

The role holder reports to the CRM Production Manager.

CUSTOMER ENGAGEMENT STRATEGY AND PLANNING

- In conjunction with the CRM Programmes team and other marketing team members, contribute to the development of the annual go to market plan for UK conversion activities both nationally and locally in line with The Open University’s 3 Year Marketing Strategy to meet business targets e.g.
  - Prospect conversion (volume and quality).
  - Applicant conversion.
  - Student numbers.
  - Brand targets.

CAMPAIGN/PROGRAMME DELIVERY

- Deliver compelling programmes and activities across multiple channels, including digital, e-CRM, social media, outbound calling and offline, to convert enquirers into students and meet business targets (currently new registered students at course start).
- Build and deploy email campaigns using our in-house Email Service Platform. This includes interpretation of brief, email creation (drag and drop and html editing), testing, sign-off, dispatch, delivery and response tracking.
- Deliver campaign activity against the agreed production calendar which provides a complete view of the workload across the customer journey.
- Communicate and collaborate with internal teams and stakeholders across all stages of campaign development from planning to deployment.
- Escalate issues impacting production cycle dependencies and deadlines.
- Monitor email sends to ensure complete, successful delivery of campaigns.
- Manage the import and export of data.
Ensure reporting of campaign activities from the Email Service Platform is available to stakeholders.
Lead by example to embed a team culture of continuous optimisation through test and learn and industry best practice.

**RESOURCE MANAGEMENT**

- Develop strong relationships with key internal and external teams to enable the delivery of programme activity.
- Build and champion the close and collaborative relationship with agencies on behalf of the Marketing Team.
- Inspire others and get the best output through brilliant briefs, collaborative working and constructive and motivating feedback.
- Ensure quality of services to deliver high standards of work to brief, plan and budget.

**COMMUNICATIONS & TEAM WORKING**

- Work collaboratively with the CRM Programmes and Data Analytics team, Marketing and other colleagues to ensure alignment and effective implementation of planned activity.
- Build and develop positive relationships and communicate effectively with key stakeholders.
- Lead by example to motivate colleagues to meet business and personal objectives.
- Create a clear and positive internal profile for self and the team.
- Help to identify any performance issues that prevent the team from performing effectively.
  Champion ways of working that fulfil our goal of being a high performing team.

**INDUSTRY TRENDS AND BEST PRACTICE**

- Scan media and industry sources to identify trends and competitive landscape that may impact or enhance The Open University's marketing/brand performance/proposition.
- Learn and carry out research to become the go to team at The Open University for best in class CRM experience practice.
- 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 marketing team and its success.

**3. Person specification**

<table>
<thead>
<tr>
<th>Requirements (E = Essential/ D = Desirable)</th>
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<tbody>
<tr>
<td><strong>Education, qualifications and training</strong></td>
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<tr>
<td>A degree and relevant professional qualifications or equivalent experience.</td>
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<tr>
<td><strong>Knowledge, work and other relevant experience</strong></td>
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</table>
**Essential:**

The post holder will be an experienced, commercially focused marketing professional with a track record of success in customer communications and prospect conversion.

1. Demonstrable experience of successfully creating and delivering multi-channel and multi-media customer engagement and conversion programmes at scale in a consumer service environment.
2. Experience in implementing customer engagement programmes through email production, including proficiency in HTML, Excel, email design etc.
3. Direct experience with Email Service Providers and CRM platforms (such as Adestra, Communicator, Dotmailer).
4. Strong understanding of email, mobile and social media best practices, including tools, technology, and KPIs.
5. Understanding of files and databases, CRM technology and tools.
6. Working knowledge of regulatory requirements as they relate to direct marketing and customer management programs (e.g. privacy and electronic communications regulations, data protection).
7. Working knowledge of lifecycle, triggered and transactional email campaigns.
8. Highly motivated and capable of managing and prioritising multiple projects.
9. Excellent communication skills with multiple stakeholders.
10. Evidence of successful delivery within a team that had challenging targets.

**Personal abilities and qualities**

**Essential:**

- Innovative, self-reliant and determined approach to duties and an ability to work well under pressure.
- Rigorous attention to detail and quality focused.
- Keen sense of entrepreneurship and commercial approach to meeting business objectives. Outcome and results focused.
- Fits with our culture, values and has an eagerness to live our brand.
- Highly numerate, strong attention to detail and able to rapidly assimilate new information.
- Excellent command of written and spoken English to enable evaluation of motivating, accurate and effective communications.
- Has an appetite for innovation and exploring new concepts. Stays abreast of industry and market trends.
- Able to work and think creatively on multiple projects and with multiple project teams and stakeholders.
- Ability to thrive and meet time sensitive goals in fast paced environment and to easily adapt to change.
- Positive outlook and able to influence others in a positive manner.
- Able to identify, extract, summarise and interpret relevant information from a broad range of sources to evaluate results and areas for improvement.
- Excellent relationship management skills with a demonstrated ability to communicate at all levels of the organisation.
- Ability to see big picture and the Marketing unit’s place within it.
- Ability to set objectives and to evaluate and manage performance.

**Leadership competencies**

Inclusive.
Team player.
Fair and consistent in approach.
Able to galvanise support across a complex organisation with a wide range of stakeholders.
<table>
<thead>
<tr>
<th>Style and motivations</th>
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<tbody>
<tr>
<td>Highly collaborative.</td>
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<tr>
<td>An evangelist and ambassador for Marketing around the University.</td>
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<tr>
<td>Resilient and entrepreneurial.</td>
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<td>Dynamic and fast paced.</td>
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<tr>
<td>Innovative and creative.</td>
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<tr>
<td>Persuasive and highly credible and able to package and present ideas in a compelling way appropriate to the audience – internal, external and partners.</td>
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<tr>
<th>Additional requirements</th>
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<tbody>
<tr>
<td>All staff are expected to:</td>
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<tr>
<td>• Undertake any other duties which may be reasonably required</td>
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<tr>
<td>• Demonstrate a strong commitment to the principles and practice of equality and diversity.</td>
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4. Role specific requirements e.g. Shift working

N/A

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

<table>
<thead>
<tr>
<th>Please ensure that your application reaches the University by:</th>
<th>12noon on 26 March 2018</th>
</tr>
</thead>
<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>
</tr>
</tbody>
</table>
8. Selection process and date of interview

<table>
<thead>
<tr>
<th>The interview panel will be chaired by:</th>
<th>Lina Solem</th>
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<tbody>
<tr>
<td>The interviews will take place on:</td>
<td>TBC.</td>
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</table>

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.