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>14611</th>
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</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Marketing Manager (Acquisition &amp; Conversion)</td>
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<tr>
<td>Reports to:</td>
<td>Senior Marketing Manager – Acquisition &amp; Conversion</td>
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<tr>
<td>Salary:</td>
<td>£39,992 - £47,722</td>
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<tr>
<td>Terms and conditions:</td>
<td>Academic Related</td>
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<tr>
<td>Grade</td>
<td>8</td>
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<tr>
<td>Duration of post:</td>
<td>Permanent</td>
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<tr>
<td>Working hours:</td>
<td>Full time</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 08 May 2018</td>
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<tr>
<td>Type of application form accepted:</td>
<td>Short Application, CV and Covering Letter</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><a href="mailto:Marketing-Recruitment@open.ac.uk">Marketing-Recruitment@open.ac.uk</a></td>
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2. Summary of duties

Responsible for:
- Budget as allocated
- Stakeholder Management – Extensive internal stakeholder management across all faculties and external facing units
- Stakeholder/Partner Management – External – Creative, Media, PR and production agencies

Purpose Statement:
To ensure that our student recruitment and brand health targets are met through the execution of market leading campaigns, including those initiated through partner relationships; media and broadcast.

To maximize marketing return on investment from spend and resources through powerful and motivating campaigns, budget control and managed performance of procured agencies

Scope:
This role is a manager function in the Brand team, within the Marketing Unit, with responsibility for enabling the unit to meet its business targets, primarily new student recruitment. The post holder will support development and delivery of ongoing integrated brand campaigns; cross channel, agency and partner.

The post holder will work within a cross functional team (including other marketing sub-units, and the wider university) to assist with the delivery of compelling campaigns.

RESPONSIBILITIES:

ACQUISITION STRATEGY AND PLANNING
- As part of the overall campaign team, support development of the annual go to market plan for marketing activities to meet business targets, relating to
  1. New student recruitment
  2. Brand health
  3. Student progression

CAMPAIGN/PROGRAMME DELIVERY
- Brief, develop & deliver compelling campaigns and activities across online/digital/email, offline/ATL and consumer PR channels to generate awareness of The Open University brand that drives active consideration and conversion to meet new student recruitment targets
- Brief, develop & deliver compelling campaigns working in collaboration with designated partners; broadcast and media that contribute to specific brand health targets (e.g. awareness, warmth, likelihood to enquire) and ultimately drives student recruitment
- Scope and deliver key projects/programmes as they arise to enable the Acquisition, Brand and Conversion team to optimize student recruitment and progression

CAMPAIGN PERFORMANCE AND OPTIMISATION
- Understand and be responsible for the performance of activities and campaigns and ensuring all campaigns are appropriately tracked and optimised and stakeholders are kept informed of results

RESOURCE MANAGEMENT
- Develop strong relationship with key internal and external teams securing the resource required to deliver against objectives.
- Work with creative, media and production 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
- Manage budgets as allocated
- Work with Insight teams to create research to support campaign and brand development

**INDUSTRY TRENDS AND BEST PRACTICE**
- Scan media and industry sources to identify marketing, advertising, 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 marketing unit and its success

**PROBLEM SOLVING AND COLLABORATION**
- Identify internal opportunities and issues for the Marketing Unit
  - Encouraging collaborative working within the team and its relationships with other parts of the Marketing Unit, stakeholders and The Open University

**LEADERSHIP**
- Provide leadership for managed staff and motivate them to meet business and personal objectives
- Lead by example and create a clear and positive internal profile inside and outside the team
- Ensure the management and allocation of necessary resources for the delivery of the team’s objectives
- Ensure performance issues are identified and proactively managed to resolution

**TEAM AND STAFF DEVELOPMENT**
- Ensure the professional and personal development and well-being of managed staff
- Ensure the well-being of colleagues
- Ensure and support the effective working of the team
- Set objectives and conduct appraisals for all team members and regularly review progress
- Ensure the annual review of training and development needs of managed staff is conducted through the appraisal and personal development planning processes
- Meet objectives and regularly review progress
- Ensure your training and development needs are identified and actively pursue them

### 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><strong>Essential:</strong></td>
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Knowledge, work and other relevant experience

Essential: The post holder will be a commercially focused marketing professional with a track record of success in planning and delivery of marketing and/or advertising campaigns. Experience and expertise should include:

1. Demonstrable management experience of successfully creating and delivering multi-channel and multi-media brand, acquisition and conversion campaigns at scale in a consumer service environment
2. Experience of managing and successful collaboration with top flight creative, media and marketing agencies – appreciating each party’s strengths and roles – and with extensive internal partners for delivery
3. Evidence of working with partner organisations (broadcast and media) to deliver collaborative campaigns
4. Evidence of successfully managing the rollout and/or governance of a brand and its identity across an organisations of scale and complexity similar to the OU
5. Evidence of implementing acquisition and brand marketing and advertising across ATL and BTL channels (including TV, radio, press, OOH, digital, social media, PPC, email, direct mail, PR)
6. Evidence of success in marketing, brand, advertising, conversion and promotional activity in an organization of similar size
7. Able to calibrate value and quality of agency input through both their experience and objective analysis
8. Customer-centric approach to marketing – including evidence of creative/proposition development of powerful and successful marketing and advertising based on consumer and data insights
9. A proven record of operating in a team with a substantial budget to deploy (c£10m)
10. Managing multiple stakeholders (internal and external) to meet or balance competing needs and challenges
11. Experience of developing campaigns using new technology and media for marketing purposes
12. Industry knowledge and contacts

Desirable: Understanding of brands and brand management likely to have been gained as a brand or category manager in a similar world-class brand

Personal capabilities and qualities

Essential: 1. Management experience and the ability to develop excellence in specialist teams  
2. Excellent stakeholder management and ability to collaborate across an organisations and many disciplines to deliver business critical work  
3. Commercial approach to meeting business objectives - outcomes and results focus  
4. Well-developed communication and team working skills  
5. Culture fit, values and an eagerness to live our brand  
6. Numerate and financially astute  
7. Appetite for innovation and new concepts to explore – stays abreast of industry and market trends  
8. Keen sense of entrepreneurship and commercial appreciation  
9. Able to work and think creatively on multiple projects and with multiple project teams and stakeholders  
10. Strong communication and negotiation skills including presenting effectively and influencing appropriate decision making forums  
11. Positive outlook and ability to influence and persuade others in a positive manner  
12. Able to understand, summarise and interpret relevant information from a broad range of sources to support development of insights and marketing/brand plans
13. Relationship management skills with a demonstrated ability to communicate at all levels of the organisation
14. Team work and management skills:
   o Ability to see big picture and unit’s place within it
   o Ability to meet objectives and to evaluate and manage own performance

**Leadership competencies**

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<th>Essential</th>
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<tr>
<td>1. Experienced and effective leader</td>
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<td>2. Team player</td>
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<td>3. Inclusive, fair and consistent in approach</td>
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<td>4. Able to galvanize support across a complex organization with a range of stakeholders</td>
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**Style and Motivations**

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<th>Essential</th>
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<tr>
<td>1. Highly collaborative</td>
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<td>2. Passionate about marketing and advertising - an evangelist and ambassador for marketing around the University</td>
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<td>3. Enthusiastic about success and performance</td>
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<td>4. Resilient and entrepreneurial</td>
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<td>5. Dynamic and fast paced</td>
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<td>6. Thirst for knowledge - innovative, creative and curious</td>
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<td>7. 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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4. **Role specific requirements e.g. Shift working**

UK and some travel

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. Selection process and date of interview

| The interview panel will be chaired by: | 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.