Job Description
Content Manager (Model Office)

About the Role

The Model Office is an exciting new team which will be how the University implements the new Student Lifecycle Management system as part of the Core Systems Replacement (CSR) programme. It will showcase and develop new ways of working using brand new technology solutions, organisational design and operating model to wider OU colleagues as part of readiness for implementation across the OU.

The Content Manager will work closely with colleagues across Marketing and Communications to plan and deliver compelling and engaging communications across the entire student journey utilising multiple channels.

The role provides a fantastic opportunity to be involved with redesigning communications and piloting them through the Model Office whilst utilising creativity and innovative ideas to capture student feedback which will enable us to enhance the student journey moving forwards.

Key Responsibilities

• Plan and build content for all student communications that will support the end to end student journey for model office students ensuring the content is persuasive, supportive, inspiring and on brand.
• Working in partnership and engaging with senior sponsors and many key stakeholders from across the University to ensure transparency of communications and engagement approaches
• Bring new ideas and concepts forward to develop innovative and effective ways of engaging enquirers and students. Utilising communication methods such as their Study Portal, video-messages, digital screens, email updates, social media and engagement events.
• Utilising data to identify appropriate timing of all communications including proactive interventions to support students through their journey.
• Supporting creation of feedback mechanisms and running of webinars for Tutors and students to gather insight and useful information.
• Making recommendations on future structure of communications based on results and feedback, and in alignment with University strategy and key priorities, such as Student Success.
• Identifying and liaising with key stakeholders, consulting about change of practice/process and ensuring requirements are identified and met.
Skills and Experience

- Experience of creating and delivering engaging communications often to communicate elements of complexity, experience within the Higher Education Sector a distinct advantage.
- Excellent influencing and relationship building skills and with experience of identifying, managing and engaging with multiple stakeholders at different levels.
- High level project management skills, planning and prioritisation capabilities and the ability to manage several tasks simultaneously, delivering to agreed timescales and outcomes.
- Excellent interpersonal and communication skills with the ability to deliver engaging and impactful campaigns suitable for use across a range of media / channels.
- Experience of leading teams (often of peers) to deliver a successful outcome.
- Experience of scenario planning and managing crisis communications.
- Innovative and analytical thinking with the ability to work under pressure and to short timescales.
- Understanding of the end to end customer lifecycle/student journey and how communications plays a significant part of it.