

Director of Marketing & Communications



HEADLINES



Title	Director of Marketing & Communications
Organisation	The Open University
Location	Milton Keynes with some travel
Salary	Highly Competitive
Reporting Line	University Secretary
Team	Managing a team of 130 with 7 direct reports



WELCOME TO THE OPEN UNIVERSITY



Dear Candidate,

Thank you very much for your interest in The Open University and the role of Director of Marketing & Communications.

At The Open University, we believe that where you start in life shouldn't limit where you go.

We're the UK's largest university with over 174,000 students - nearly four times bigger than the UK's next largest university - and one of the largest in Europe. We are also a true four nation University, operating across England, Scotland, Wales and Ireland.

We are restless in our drive to see progress that touches us all - inspiring students to become ministers and nurses, barristers and teachers, tech entrepreneurs, business gurus and more.

Celebrating our 50th birthday this year, we remain committed to opening up education for all. We believe anyone, anywhere, with a desire to learn should have access to the education opportunities they deserve.

We are the people who open up the future of learning. We are looking for a Director of Marketing & Communications with the right skills, experience and values to come and join us.

The Open University is an organisation like no other, so we need a Marketing & Communications leader like no other.

You will lead a newly created single Marketing & Communications Unit to create integrated domestic and international campaigns, drive high impact activity powered by data and insight, deliver powerful internal and external engagement, and design market-leading products. Influencing at the highest level of the organisation, you will bring your expertise, passion and innovation to a wide-ranging and dynamic portfolio for one of the UK's most respected organisations.

This is not a role for the faint-hearted or cautious. As the OU looks ahead to its 51st year, our challenge is to remain as radical and relevant as we have been since 1969. Marketing and communications must be up to, and get ahead of, this challenge. Attracting and retaining our unique mix of students and excellent academics, engaging our staff, and promoting and protecting our reputation, has never been more important. Your part will be to lead a Marketing and Communications Unit that tells the OU's story to the world and inspires more people to benefit from life-changing learning.

If you have the ambition, vision, the skills and experience to lead people to be at the centre of our next 50 years of learner-focused achievement, we will look forward to hearing from you. This is a distinctive role in a special institution with the opportunity to be at the centre of our life-changing mission.

We very much hope you will consider joining us.

Dr Jonathan Nicholls
University Secretary



THE ORGANISATION



“We are open to anyone, anywhere, changing millions of lives across the world and always looking for new ways to help people succeed.”

As the largest university in the UK, working across all four nations, we are the most popular choice for part-time undergraduates. Our flexibility means we can meet both the needs of individuals or large employers across the globe. We pioneer new ways of learning using innovative methods, such as our BBC partnership, to reach more people than any other university. With no entry requirements for most courses, our flexible lifelong learning allows students to study at a speed that suits them and around their lives. Our teaching and research is transforming people's lives, driving economic growth and building fairer societies across the world.

We are open

- Over 174,000 students and 2 million students taught
- Our alumni are spread over 157 countries and we work across all four nations of the UK.
- Our youngest graduate was aged 13 and our oldest graduate was aged 93
- 3 in 4 students are already in work and over three quarters of FTSE100 companies have sponsored staff with the OU
- Over 24,000 disabled students – more than many universities total students.

We are pioneering

- We use innovative methods to pioneer new ways of learning, such as our BBC partnership, to reach more people than any other university.
- As a result, we are the largest university in the UK and the most popular choice for part-time undergraduates.
- Our flexible learning means we can meet the needs of individuals and large employers across the world.
- We are globally recognised as the experts in learning technologies, spearheading research that is driving innovations in teaching.
- We constantly seek new methods to help people succeed.
- Our unique BBC partnership reaches 260 million people a year and has gone from delivering late night lectures on TV to influencing government policy through flagship BBC/OU co-productions such as Frozen Planet and Blue Planet II.

We are life changing

- Our teaching and research transforms the lives of millions of people worldwide.
- We reach people who would otherwise have had no opportunity to learn and change their lives.
- Closing important skill gaps, we educate teachers, nurses, social workers, counsellors, entrepreneurs, scientists and lawyers of the future.
- Research not only underpins how we teach, but the knowledge we develop is addressing real problems in society such as helping stroke patients walk again, and creating 'smart' cities.

THE ROLE: CONTEXT

Purpose Statement

The Director of Marketing & Communication is responsible for a wide-range of marketing and communications activity across the UK and internationally to support the organisation's corporate priorities and objectives.

This is a new position for the University, designed to lead the University's new Marketing & Communications Unit. The creation of this new Unit in 2019 was recognition by the University's leadership of the need to further support student success and drive economic sustainability through a strong external brand, campaigns and corporate narrative, improved student experience and customer lifetime value, and commercial growth.

The Unit has brought together two well-established teams. The marketing team, which is responsible for acquisition and brand; strategy and insight; product marketing and; digital and customer experience. The marketing team have colleagues embedded in Scotland, Wales and Ireland to ensure effective representation in those markets.

The communication team is responsible for: external communications which includes media relations, social media and digital (owned and earned); internal communications; change and leadership communications and; corporate communications. Outside of the corporate team, the University also has communications resources in Scotland, Wales and Ireland and in the faculties and other business units on the Milton Keynes campus, which the central team supports through a wider communication network.

Highly experienced in marketing and communications, you will have successfully demonstrated your impact in reputation management, brand positioning and commercial delivery in challenging sectors.

This a role for a natural leader, able to influence at the highest level and build effective relationships within a complex, matrix structure and motivate and develop a team of talented and committed professionals.



THE ROLE (cont.)

Role purpose

Your priorities will be to implement marketing and communication strategies aligned to the University's priorities and objectives, and ensure all activity maximises impact and value.

You will have the backing of the executive team to think differently, to try new ways of engaging with our staff, stakeholders and students. Responsible for brand and reputation, you will set the tone and voice of the organisation, the language it uses and your measures of success. You will work closely with communications colleagues outside of the central team to join-up activity, messaging and resources to drive better results.

Leadership

- Provide marketing and communications leadership to the Vice Chancellor's Executive and University Council at a strategic level
- Develop and support the Marketing and Communication team to maximise the benefits of integration and amplification, and drive more effective 'do once' activity across the University based on data and insight
- Position The Open University as a global leader in flexible, lifelong learning with key audiences
- Develop marketing awareness, recruitment and conversion campaigns that deliver the annual target student enquiry, applicant and registration numbers
- Lead and develop the OU brand strategy (investment, brand expression, visual identity, culture) to deliver a compelling future-proofed brand building on the success of the OU's 50th anniversary
- Develop the shape and range of campaigns, communication and engagement activity and products using insight, evaluation and digital capabilities to improve impact and value for money
- Champion clearer, more personal and measurable engagement with staff and stakeholders
- Proactively and reactively provide executives, Council members and senior colleagues with advice and support on all aspects of commercial marketing, communications, engagement and reputation
- work collaboratively on pan-University priorities such as student experience, and effective four-nation communications
- Manage the University's UK and International marketing and communication budget to deliver the University's strategic and annual objectives and targets.

THE ROLE (cont.)

Performance

- Use evidence to shape plans to support effective use of resources and value for money, with a clear bias towards channels that support measurement
- Regularly evaluate activity and output against expected outcomes
- Provide regular reports and feedback to the executive and team on activity and outcomes
- Create opportunities to learn from other organisations and sectors to support innovation and best practice - and encourage team to do the same
- Provide an effective and resilient 24/7 service to manage out-of-hours incidents as required.

Personal qualities and behavior

- Build positive partnerships with key colleagues, partners and stakeholders to support overall strategy
- Establish strong credibility based on professionalism, honesty and consistency
- Drive a culture that encourages integrity, continual learning, and mutual respect.
- Demonstrate a powerful, convincing communication style.
- Creative thinker and problem solver.



PERSON SPECIFICATION

Skills, knowledge and experience required.

Essential

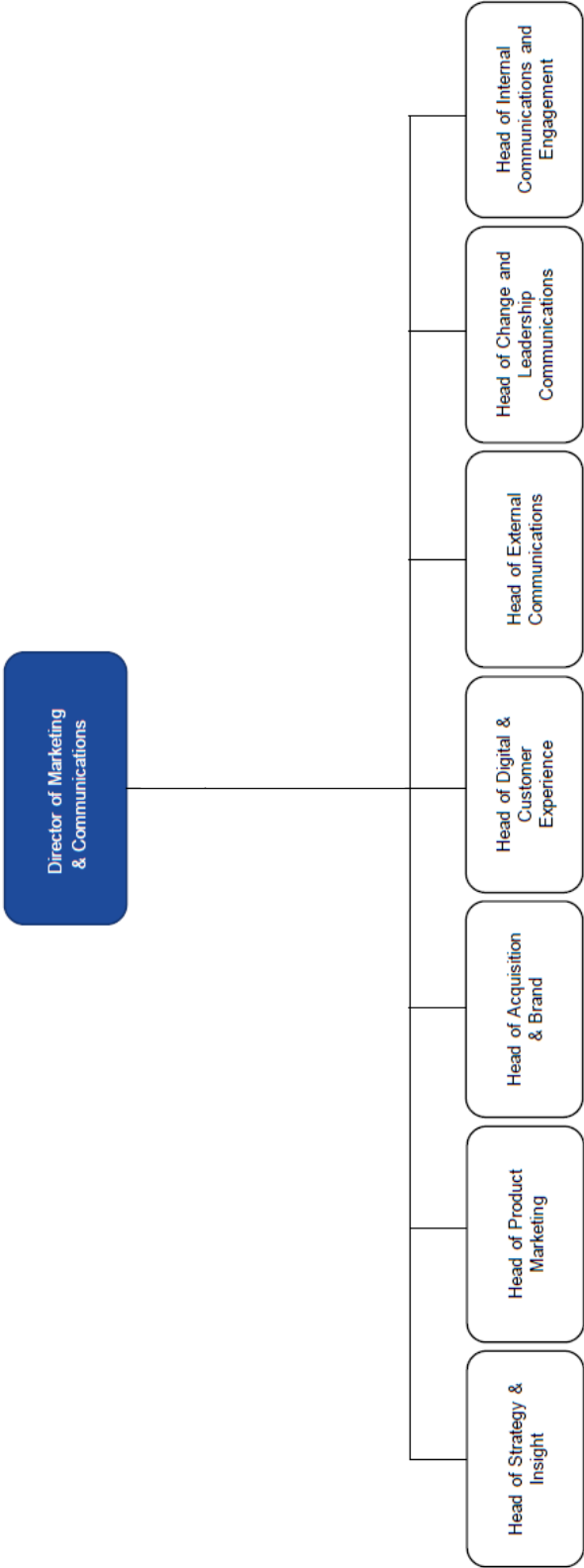
The post holder will be an experienced communication and marketing professional with a track record of success at senior level, that should include:

- Impressive track record of communication and marketing experience at this level
- Proven ability to predict and mitigate reputational issues and maximise possible opportunities
- Excellent executive -level communication and influencing skills
- Extensive experience of digital, mobile and social media channels, and using new technology and media for marketing, communication and engagement purposes
- Extensive experience of hitting revenue targets and driving growth
- First class understanding of reputation, brands and brand management and customer experience
- Expertise in translating information into powerful, actionable messaging and activity
- Experience of integrating teams and activity to amplify results, and driving innovation
- Experience of successfully managing large teams and stakeholders within complex environments
- A proven record of managing a significant £ multi-million budget
- Leading and managing complex projects across a complex organisation
- Customer-centric approach to marketing – including product and proposition development, customer acquisition, customer experience and customer retention and value management
- Experience and understanding of customer relationship management techniques, processes, related ICT and business process change delivery

Desirable

- Experience of the HE sector or a sector relevant to the Open University's operations
- A well-developed understanding of marketing in Europe and internationally
- Able to demonstrate industry credibility and networks e.g. presenting at conferences and seminars, membership of industry bodies and panels

ORGANISATION CHART



ABOUT ELLWOOD ATFIELD AND NEXT STEPS



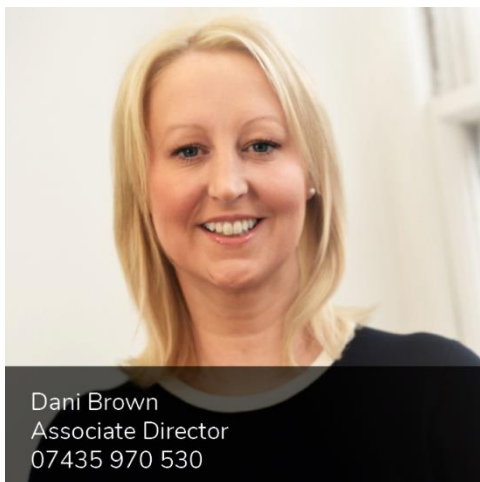
Ellwood Atfield recruits for organisations that are seeking to influence their external environments. We are specialist headhunters recruiting within communications, public affairs, corporate affairs, sustainability, policy, regulatory, and media audiences.

Following interviews with Ellwood Atfield, successful candidates will be invited for a first stage interview with The Open University on 18th September 2019.

The second stage interviews will take place on either 25th September 2019 or 1st October 2019.

Please contact Dani Brown for an initial discussion and apply for the role via the Ellwood Atfield website.

The Open University actively promotes diversity in employment and welcomes applications from all parts of the community.



Dani Brown
Associate Director

Dani has 20 years' headhunting experience. Dani Brown specialises in senior executive, board and advisory appointments. She is part of the Leadership practice at Ellwood Atfield and handles Director level and C-Suite positions. Prior to joining Ellwood Atfield, Dani worked with Korn Ferry International and ran her own business.

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The Open
University

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YEARS



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