

Information Pack

Development and Marketing Officer

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Open Awards

Introduction

Set up in 1981, Open Awards (formerly Open College Network North West Region) has been in business for over 35 years. We are a Company Limited by Guarantee and a registered charity.

Open Awards is based in Speke, Liverpool and currently employs 24 full-time and part-time staff and a number of external moderators who are currently contracted on an annual basis. The range of services we offer is extensive as we aim to deliver an effective and efficient service.

We welcome applications from all sectors and communities and are able to make specific arrangements and adjustments for candidates whose circumstances require this.

What We Do

Open Awards is a partnership of many different organisations, including Further Education Colleges, Higher Education Institutions, Voluntary and Community Organisations, and Employers. We are an Awarding Organisation recognised and regulated by OfQual to develop and approve units and qualifications for inclusion in the register of regulated Qualifications. We are also recognised by the Quality Assurance Agency for Higher Education (QAA) as an Access Validating Agency (AVA) to develop and approve Diplomas leading to entry to Higher Education.

We work with education and training organisations to promote quality and access in education and training so that individual learners can obtain nationally recognised credit and qualifications for achievements.

Open Awards encourages the development of qualifications to meet the needs of adults under-represented in education and training. We work with schools, employers and training providers to develop alternative qualifications for learners. Each year thousands of learners use our credits to progress on to other courses and qualifications in Further and Higher Education, in the community and in the workplace.

Open Awards seeks to:

- improve education and training opportunities for learners;
- ensure flexibility of learning opportunities;
- provide progression opportunities through credit accumulation and transfer arrangements; and
- provide and enhance equality of opportunity in all aspects of the learning environment.

The vision, mission and values of Open Awards are:

Vision: To change lives through learning.

Mission Statement: To support educational achievement for all learners.

Values:

- **Excellence**
To exceed standards in all we do, inspire excellence in our staff, centres and learners, and deliver a personalised customer service that surpasses expectations.
- **Respect**
To foster a culture of respect and inclusiveness, being receptive to each other and customers, and acting with integrity.
- **Innovation**
To listen, learn, discover and develop; to respond effectively to and invest in our staff, centres and learners.
- **Aspiration**
We strive to be visionary and influential

Open Awards Services

Open Awards offers a high quality accreditation and certification service for education and training. We are committed to offering:

- Value for money, including reasonable recognition and certification charges and a not-for-profit ethos.
- Contact with knowledgeable and responsive staff, who have curriculum expertise and offer detailed professional support.
- Access to a network of education and training organisations.
- An efficient administrative and certification service, with clear service standards.
- A commitment to promoting wider access to learning, equality of opportunity and recognition of achievement.
- Access to a comprehensive range of services, support workshops and training.

In particular Open Awards offers access to:

- Full advice and support for Open Awards accreditation, units and qualifications.
- A bank of approved units of achievement and qualifications.
- Staff development activities and curriculum forums to support networking, good practice and collaboration, and a range of specific training activities.

How to Apply

Candidates should complete the application form together with a supporting statement outlining how they meet the criteria for the post (max two sides A4).

Completed forms should be returned to:

Open Awards
Estuary Commerce Park,
17 De Havilland Drive
Speke
Liverpool

Email application to:-

Nina.hinton@openawards.org.uk

The **closing date** for applications for the post is Monday 4th December 2017

Open Awards

JOB DESCRIPTION

TITLE OF POST: Development and Marketing Officer

RESPONSIBLE TO: Head of Business and Development

STATUS: Full Time Permanent

FUNCTIONS OF POST:

- To coordinate the development and operationalisation of Open Awards qualifications, units, support materials and other products and services
- To manage the Open Awards unit bank
- To provide high quality support, advice and guidance to customers to support their provision and support sales and growth of OA provision
- To produce external marketing and communications materials in order to maximise sales and product awareness
- To develop and maintain the Open Awards website and social media platforms
- To provide high quality administration support and training to customers delivering OA qualifications and other products

MAIN DUTIES AND RESPONSIBILITIES:

Marketing and Sales Support

1. Create engaging and creative marketing materials to drive sales, generate leads and grow the business
 - Keep the Open Awards website and social media accounts current and focused on the Open Awards product offer
 - Create a range of content for the website and social media accounts in conjunction with centres, Open Awards staff and other professionals
 - Coordinate communications, including newsletters, direct mail-outs and internal updates
 - Work across Open Awards team to identify and share appropriate customer feedback via all marketing channels
 - Produce case studies in a range of media including written, photographs, videos
 - Design and produce printed collateral
 - Coordinate campaigns to promote specific products
 - Organise and deliver events, workshops and conferences
 - Generate leads for new business utilizing a range of sales and marketing techniques
 - Attend and deliver meetings and presentations to centres and other stakeholders as required
 - Work with Open Awards staff to ensure customer information is effectively communicated.

Qualification and Unit Development

2. Develop and review a caseload of regulated qualifications ensuring regulatory compliance at all times
 - Liaise with centres and employers to identify development opportunities and generate support for development, including obtaining letters of support as required
 - Prepare proposals for the development of qualifications
 - Complete qualification development paperwork in accordance with Open Awards processes
 - Write and review qualification units in consultation with subject specialists
 - Coordinate the work of contracted specialists in liaison with the Head of Business and Development.
 - Submit qualifications for Ofqual approval using the Portal
 - Project manage the operationalisation of new qualifications and amendments to existing qualifications, including reviewing data entry on quartz to ensure accuracy
 - Prepare qualification guides and support materials
 - Coordinate validity and scrutiny panels and communicate outcomes to stakeholders (internal and external)
 - Develop and review quality endorsed units in accordance with Open Awards processes and in partnership with centres
 - Manage and maintain Open Awards unit bank

Other products

3. Develop and support additional products that will help grow the business and diversify income streams
 - Create and review e-learning and blended learning content and materials
 - Carry out reviews of Badge of Excellence submissions to ensure they meet the required standard
 - Coordinate biennial Badge of Excellence programme reviews
 - Support centre recognition process for Badge of Excellence centres as required
 - Support the day-day operations and sales of other Open Awards products

General responsibilities

4. Provide high quality customer service to centres and other stakeholders
5. Provide support to centres on how to use Open Awards products and services and deal with requests for information
6. Provide training on Open Awards products, services and associated administrative procedures
7. Explore competitor marketing and drive forward suggestions for improvement to benefit Open Awards
8. Maintain up to date records of activities in Quartz database in accordance with policies and procedures.
9. Work with other members of the Open Awards team to coordinate activity
10. Travel to and work from any site that the duties of the job may require

11. Carry out any other duties as specified, from time to time by the Management Team
12. To support the organisation's commitment to equality and diversity and to promote non-discriminatory practices in all aspects of the work undertaken
13. It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Open Awards policies, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, Open Awards Health and Safety policy, and the Mission, Vision and Values of Open Awards

There are two Development and Marketing Officers. The expectation is that one officer will specialise in marketing and the other in product and business development, with an expectation that both officers will have the ability to carry out all duties listed.

Open Awards Mission, Vision and Values

Our Vision is:

To change lives through learning.

Our Mission Statement is:

To support educational achievement for all learners.

Our Values are:

- Excellence: To exceed standards in all we do, inspire excellence in our staff, centres and learners, and deliver a personalised customer service that surpasses expectations.
- Respect: To foster a culture of respect and inclusiveness, being receptive to each other and customers, and acting with integrity.
- Innovation: To listen, learn, discover and develop; to respond effectively to and invest in our staff, centres and learners.
- Aspiration: We strive to be visionary and influential.

This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

Job description reviewed – November 2017

Person Specification

Post Title: Development and Marketing Officer

Criteria	Knowledge and Skills	Essential/ Desirable Criteria
Qualifications and Training	<ol style="list-style-type: none"> 1. Level 3 qualification or above. 2. Marketing/project management qualification. 	Essential Desirable
Experience	<ol style="list-style-type: none"> 3. Experience working on new development projects from business case to market launch. 4. Experience collecting, analysing and presenting customer and market data for product development and/or marketing purposes. 5. Experience in implementing national and local marketing campaigns and projects. 6. Experience in writing in different styles and registers for a range of purposes. 7. Experience in an educational setting in dealing with Awarding Organisations and regulatory bodies or having worked within an Awarding Organisation. 8. Experience of generating leads and supporting sales functions and/or maintaining customer relationships 	Essential Essential Desirable Essential Essential Desirable
Skills/Abilities	<ol style="list-style-type: none"> 9. Good understanding of the requirements for developing/marketing of educational products or resources. 10. Ability to follow operating processes and make suggestions for their improvement where applicable. 11. Ability to organise work on multiple projects/accounts at once . 12. Ability to communicate to different audiences and write fluently in a range of styles and formats. 13. Be self-motivated and use own initiative to meet agreed targets. 14. Ability to represent Open Awards in discussions with customers and other stakeholders. 15. Ability to work as part of a team. 16. Ability to identify and solve problems and suggest solutions. 17. Be ICT literate using Microsoft Office, Outlook, Mail Chimp, website content management systems and design packages for a range purposes. 	Essential Essential Essential Essential Essential Essential Essential Essential
Commitment	<ol style="list-style-type: none"> 18. A commitment to Equality & Diversity. 19. An understanding of and a personal commitment to the Mission, Vision and Values of Open Awards. 20. Commitment to customer service. 	Essential Essential Essential
Other	<ol style="list-style-type: none"> 21. Be adaptable, flexible and open to change. 22. Willingness to travel occasionally across the region and nationally, including overnight stays. 23. Willingness to undertake staff development activities. 	Essential Essential Essential