Role brief

1. Background

This is a new role in the customer experience directorate.

The directorate is charged with designing, developing and delivering a cohesive customer experience strategy and organisational approach that ensures and reflects a deep and sustained understanding of our customers’ needs, delivers joined up engagement and support and which informs and drives all Jisc’s operational and strategic priorities – moving Jisc increasingly from a ‘product’ organisation to a ‘solution’ organisation.

All parts of the directorate will champion the customer throughout the engagement life cycle (forging lasting relationships) and enabling them to get best value from us. The directorate will integrate and direct all “front of house” activity so that Jisc services are more accessible and it is easy to work with us as preferred partners, it will ensure that our supporting infrastructure is modern, innovative and effective and that, in this context, our customer engagement working practices are cohesive and leading edge. Furthermore it will ensure, and support, all this activity with excellent PR, modern and effective internal and external communications and the development of a strong and positive overall Jisc identity and brand.

2. Purpose and scope

The prime purpose is to manage and deliver all Jisc marketing materials (print, digital, multimedia etc) arising from the marketing strategy and plans, within agreed timescales and budgets, managing the networks of internal and external suppliers in all areas.

A key element will be to develop and manage a production management system that adheres closely to group branding requirements.

Another crucial aspect will be to manage a range of complex relationships within the directorate, the wider group and with external suppliers.

The digital production manager will sit in the Jisc group marketing area and the director Jisc group marketing will hold the formal reporting line.
3. Key accountabilities and role outputs

Responsibilities will be expected to be developed and finalised over time and will include but will not be restricted to:

- Managing and overseeing the production process, responsible for a closely managed and delivered production schedule for all print, digital and multimedia products
- Ensuring that the production is cost effective and competitive
- Ensuring that products are produced on time and are of high quality in line with all branding requirements
- Establish the human and material resources needed
- Generate accurate and appropriate timescales for the individual jobs and the whole production portfolio
- Develop and implement costing process and setting the quality standards
- Monitoring the production processes and adjusting schedules as needed
- Responsible for the selection and maintenance of suppliers, equipment and other resources
- Manage product standards establish and implement quality-control programmes
- Liaising with different departments and directorates and with external suppliers
- Work with managers to implement the organisations policies and goals
- Supervising and motivate a team of workers, internal and external.

4. Skills, knowledge and experience

Essential

- Degree or equivalent in a related subject such as marketing, graphic design etc.
- Extensive experience of managing print, digital and multimedia production
- Extensive experience of managing a wide variety of external suppliers such as design agencies, printers, audio and video producers etc.
- Highly developed planning, organisation and attention to detail skills
- Ability to act decisively and have strong problem-solving capabilities
- Good ICT literacy skills and experience of ICT
- High level of oral and written communication skills, evidenced by regular need to persuade and influence colleagues
- Strong negotiation skills evidenced by regular need to persuade and influence colleagues and developing coherent and pragmatic communications plans
- Self-motivated with the drive and perseverance to work on own initiative and carry out projects independently as well as working within a team environment where necessary
- Organisational and prioritisation skills to manage and deliver a complex and varied workload
- Experience of conflict management required
5. Key contacts

- Executive director customer experience
- Heads of Jisc corporate functions and senior managers across the organisation
- Funding bodies
- Jisc leadership team members and teams
- Higher education/further education stakeholders
- Customer and sector representatives at all levels
- Jisc partners and collaborators including commercial providers
- Suppliers / agencies and other bodies, commercial and non-commercial, relevant to the role and purpose of the directorate.

Important additional information

The director Jisc group marketing will discuss all elements of the role brief with the appointee on appointment and after six months, recognising that some elements may need changing.