

## Direct Mail/Ad Operations Executive

### Basic information

**Band:** E

**Job family:** Marketing and Communications

**Terms:** Permanent

**Location:** Cheltenham

**Team:** Marketing

**Business unit:** Customer Experience &  
Marketing



### Role purpose

Working as part of the Ad Operations Team, primarily responsible for managing and enhancing the income-generating direct mail (DM), digital, and advertising offering associated with UCAS Media products. This role involves the coordination and fulfilment of numerous and varied client projects simultaneously, inputting value added advice at campaign design stage to maximise clients' return on investment.

The post holder will be expected to understand the DM campaign management process, campaign objectives, and ensure they are fulfilled. You will also be expected to deliver expert insight into digital marketing trends and best practice for both internal (sales teams) and external clients, as well as managing the implementation of sound processes and workflows.

As the most experienced DM executive, you will take on the role of mentoring the current Ad Operations Team, and be the lead person in the team for DM activity. You will be relied on to manage the clients' projects on-budget and with the highest level of service and quality. You will gather all information and perform quality procurement and project management throughout the campaign. You will be expected to manage relevant stakeholders during job production, delivery, and invoicing, while ensuring all jobs are delivered on time.

### Key responsibilities

Training will be provided as necessary.

- Manage stakeholders during the production of specific direct marketing campaigns and support material, through all available online and offline channels, within budget and to agreed timescales.
- Ensure relevant stakeholders have approved campaigns from an advertising perspective, and manage the sign off and process documentation of this by individual job, complying with regulatory business procedures.
- Support campaign management including production of data selection briefs, creative brief, print brief, internal communications, and approval processes.
- To work with, and mentor, fellow Ad Operations Executives, and input and support with specific direct marketing projects where required.
- Campaign performance management – ensure ongoing campaign success through regular performance monitoring, optimisation, reporting, analysis, and insight, and make recommendations.
- To lead in identifying ways of maximising, for the Commercial Account Team, the value of display, email, SMS, and DM campaign management, and acting as the primary technical point of contact in the team for the effective delivery of digital campaigns.
- To manage and oversee all aspects of UCAS' online advertising inventory – including scheduling and forecasting as well as accurate technical execution, ensuring the balance between commercial and charity requirements.
- To be accountable for driving a 'best practice in digital campaign marketing' initiative to ensure commercial account managers' expertise is continuously improved.
- To provide day-to-day support in the delivery of digital marketing campaigns, ensuring that income generating digital campaigns are delivered on time and on budget. Namely:
  - creative is appropriate to the campaign booked
  - campaign data is received, and appropriate security measures are followed
  - every campaign is delivered on time
  - necessary client reports are produced for each campaign
- To work closely with account managers and the Media Support Team, to ensure campaign bookings are briefed and interpreted correctly, and to ensure that both internal and external clients receive excellent customer service.
- To provide operational fulfilment support for other members of the team when required.

## **Accountabilities**

### **Financial authorities:**

- Authority to make decisions associated with managing the smooth delivery of services which lead to the generation of income.
- Authority for managing costs, specifically the costs of commercial campaigns, to maximise profit (including contracts with subcontractors).

### **Non-financial authorities:**

- Authority to account manage the delivery of income-generating services related to UCAS Media digital campaigns, with authority to make key decisions to ensure that campaigns/services are delivered on time, to budget, and to client specification.
- Authority to release data to partners and set up data confidentiality agreements with clients or subcontractors to protect UCAS and the confidentiality of UCAS' data.
- Authority to represent UCAS and UCAS Media to external organisations.
- Authority to represent UCAS Media when working on cross-departmental activities within UCAS.

## **Person specification**

- As the successful candidate, you will need a strong knowledge of commercial print and direct mail.
- Experience of project managing the planning, development, and delivery of direct marketing communications.
- Proven account management skills.
- A thorough understanding of direct marketing (in particular digital DM) and campaign planning.
- Ability to manage and build good working relationships with clients and colleagues.
- Creative problem solving skills with a positive and proactive 'can do' attitude.
- First rate communication skills and ability to communicate effectively at all levels, both verbally and in writing.
- Ability to question and challenge current practice.
- Ability to interpret and work to best practice guidelines.
- Good business understanding and commercial acumen.
- First rate administration skills, and the ability to maintain existing processes, as well as implementing new administrative procedures.
- Ability to work under pressure, as a member of a team, and on own initiative.

- An understanding of the world of higher education.
- An understanding of the Data Protection Act and its effect on business practice.
- Knowledge of the student marketplace.
- Up-to-date knowledge of facilitating SMS, email campaigns, and display advertising.
- Strong analysis skills and keen attention to detail.
- Ability to demonstrate an effective and resourceful approach to addressing issues.
- Ability to adapt and work in an ever advancing digital media spectrum.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

### Our values in action

**Customer** – We always look through the customer lens. The logic of the customer is the logic of UCAS.

**Commitment** – When we commit, we deliver on time, quality, and budget, or we negotiate changed commitments for good reason. We never leave commitments uncovered.

**Team** – We work collaboratively. When we commit, we commit as an individual and as a team. We strive for and support team success as well as individual success.

**Outcomes** – We plan and do things to achieve outcomes. We define them, aspire to them, and deliver them.

**Agility** – We know we need to be agile when we look through the customer lens, when we make commitments, when we work in teams, and strive for the right outcomes.

**Extraordinary** – We are ambitious for our customers, for UCAS, and for our teams. We want more than ordinary outcomes – we strive to achieve extraordinary outcomes, extraordinary customer focus, and an extraordinary culture of high performance and quality of focus.