Associate Director of Data and Marketing Performance

Hybrid (two days per week onsite), Park End Street and Hayes House, Oxford and Egrove Park, Kennington

Grade 9: £55,636 - £64,228 per annum including the Oxford University Weighting of £1,500 per annum

Permanent, full time (37.5 hours)

Saïd Business School, University of Oxford

Vacancy reference: 176966

The role

The new role of Associate Director of Data and Marketing Performance is responsible for overseeing the school's data strategy, marketing performance analytics, and the effective use of CRM systems to drive data-driven marketing decisions. You will lead a team of data and CRM professionals and collaborate closely with other marketing leaders to ensure that data insights are used to optimise marketing campaigns, improve customer segmentation and marketing automation, and enhance customer relationships. This role combines strategic thinking with hands-on management of data, ensuring that marketing initiatives are supported by accurate, actionable insights.

You will support the Director of Digital, Insight, and Performance by providing actionable insights that will drive business growth, campaign effectiveness, and customer engagement. This role involves close collaboration across the School and Marketing and Comms internal teams, promoting the values of Saïd Business School: Transformational, Respectful, Entrepreneurial, Collaborative, Purposeful, and Excellence.

Responsibilities

Data Strategy and Governance

- Develop and implement a comprehensive data strategy that ensures accurate data collection, storage, and analysis to inform marketing decision-making.

- Oversee data governance and compliance, ensuring that all data practices comply with GDPR and other relevant regulations, while maintaining data quality and integrity across marketing platforms.

- Work closely with the Data & Market Research Lead to ensure that market research and customer insights are integrated into the broader data strategy.

Marketing Performance Analysis

- Lead the development of performance measurement frameworks and dashboards to track the effectiveness of marketing campaigns across all digital and traditional channels.

- Collaborate with the Data Analyst to regularly analyse key marketing performance metrics (e.g., ROI, conversion rates, customer engagement) and provide actionable insights to senior leadership.

- Utilise advanced analytics to assess customer behaviour, segmentation, and lifecycle performance, ensuring data-driven decisions guide marketing strategy and optimisation efforts.

CRM Strategy and Management

- Work closely with the CRM Manager to ensure that the organisation's CRM system is effectively used to manage customer relationships, segment audiences, and support lead generation and retention efforts.

- Oversee CRM integration with marketing platforms, ensuring that data from CRM systems is used to personalise marketing campaigns and enhance customer targeting.

- Support the CRM Manager in expanding the use of marketing automation, improving lead scoring, and applying data segmentation such that all CRM activities contribute to broader marketing objectives.

Market Research and Insights

- Lead collaboration with the Insights Manage , to manage the collection, analysis, and application of market research data to inform marketing strategies.

- Ensure that market research initiatives provide actionable insights into customer behaviour, industry trends, and competitive positioning, supporting both marketing and business development efforts.

- Use market research insights to identify growth opportunities and recommend

strategies for new customer acquisition and market expansion.

Reporting and Dashboards

- Develop and maintain performance dashboards that provide real-time insights into marketing performance, customer behaviour, and campaign effectiveness.

- Ensure the timely delivery of reports to the Director of Digital, Insight, and Performance, providing actionable recommendations based on data-driven insights.

- Work closely with the Data Analyst to ensure data accuracy and accessibility, making insights available to key stakeholders across the organisation.

Campaign Optimisation

- Working closely with channel owners, lead A/B testing initiatives to inform campaign optimisation efforts, refining targeting strategies, creative content, and audience segmentation.

- Provide insights to the digital marketing and content teams to support conversion optimisation, media spend efficiency, and the overall effectiveness of marketing campaigns.

- Continuously monitor marketing trends and identify opportunities for improvement in performance, leveraging data to drive ongoing campaign enhancements

Collaboration and Cross-functional Support

- Collaborate with internal stakeholders, including the Programme Marketing, Digital Marketing, Marketing Automation, Content, and Creative teams, to ensure that data insights are fully integrated into marketing strategies.

- Work closely with the CRM Manager to ensure customer insights are leveraged in personalisation and customer journey improvements.

- Support the Director of Digital, Insight, and Performance in aligning data-driven marketing strategies with broader organisational objectives.

- Champion a culture of data literacy within the team, ensuring all members are equipped to interpret and act on performance insights.

- Have a creative mindset and be able to work in a fast-paced environment encouraging collaboration, entrepreneurial thinking and fostering good working relationships and thriving in an employee focussed culture.

Leadership

- Lead, mentor, and develop a high-performing team that includes the Insights Manager CRM Manager, and Data Analyst, ensuring alignment with the organisation's goals.

- Foster a culture of data literacy within the marketing team, encouraging continuous improvement and ensuring all team members are equipped to act on performance insights.

- Provide feedback and development opportunities for direct reports, ensuring a high-performing and engaged team that delivers measurable results.

- Contribute to financial discussions relating to revenue and budget, where appropriate.

Demonstrating Saïd Business School Values

- Transformational: Lead the development of data-driven strategies that drive marketing performance and business growth.

- Respectful: Foster respectful collaboration with internal teams and external partners, ensuring data-driven decisions are aligned with organisational goals.

- Entrepreneurial: Embrace innovation in data and marketing performance, continuously seeking opportunities to improve results and create value.

- Collaborative: Work closely with marketing, content, and digital teams to ensure data and insights are fully integrated into broader marketing strategies.

- Purposeful: Align all data, CRM, and market research efforts with the organisation's strategic objectives, ensuring data insights deliver meaningful business impact.

- Excellence: Maintain the highest standards of quality and accuracy in all data, CRM, and research activities, ensuring that insights are actionable and reliable.

Selection criteria

Essential selection criteria

- Considerable experience in data management, analytics, or marketing performance roles, with strong expertise in CRM systems, data analytics, and performance measurement.

- Strong leadership and team management experience, with a demonstrated ability to develop and mentor high-performing teams.

- Expertise in data analysis tools such as Google Analytics, Power BI, Salesforce, and other CRM and performance analytics platforms.

- In-depth knowledge of GDPR and data compliance regulations, with experience ensuring data governance across multiple platforms.

- Excellent communication and presentation skills, with the ability to translate complex data insights into actionable recommendations for senior leadership.

- Strong problem-solving and analytical skills, with a focus on using data to improve campaign effectiveness and customer engagement.

- Experience of managing and monitoring budgets

Desirable selection criteria

- Experience in B2C or B2B marketing environments.

- Familiarity with marketing automation tools (e.g., HubSpot, Marketo) and CRM systems (Salesforce).

Pre-employment screening

Standard checks

If you are offered the post, the offer will be subject to standard pre-employment checks. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity; and (if we haven't done so already) we will contact the referees you have nominated. You will also be asked to complete a health declaration so that you can tell us about any health conditions or disabilities for which you may need us to make appropriate adjustments.

Please read the candidate notes on the University's pre-employment screening procedures at https://www.jobs.ox.ac.uk/pre-employment-checks.

About the University of Oxford

Welcome to the University of Oxford. We aim to lead the world in research and education for the benefit of society both in the UK and globally. Oxford's researchers engage with academic, commercial and cultural partners across the world to stimulate high-quality research and enable innovation through a broad range of social, policy and economic impacts.

We believe our strengths lie both in empowering individuals and teams to address fundamental questions of global significance, while providing all our staff with a welcoming and inclusive workplace that enables everyone to develop and do their best work. Recognising that diversity is our strength, vital for innovation and creativity, we aspire to build a truly diverse community which values and respects every individual's unique contribution.

While we have long traditions of scholarship, we are also forward-looking, creative and cutting-edge. Oxford is one of Europe's most entrepreneurial universities and we rank first in the UK for university spin-outs, and in recent years we have spun out 15-20 new companies every year. We are also recognised as leaders in support for social enterprise.

Join us and you will find a unique, democratic and international community, a great range of staff benefits and access to a vibrant array of cultural activities in the beautiful city of Oxford. For more information, please visit www.ox.ac.uk/about/organisation.

Saïd Business School

Saïd Business School blends the best of new and old. We are a vibrant and innovative business school, but yet deeply embedded in an 800 year old world-class university. We create programmes and ideas that have global impact. We educate people for successful business careers, and as a community seek to tackle world-scale problems.

We deliver cutting-edge programmes, including the highly regarded MBA, Executive MBA, a number of specialist MScs, a portfolio of custom and open programmes and accredited diplomas for executives, and we undertake ground-breaking research that transform individuals, organisations, business practice and society. We are an international and outward looking School with our programme participants coming from more than 50 countries.

We seek to be a world-class business school community, embedded in a world-class University, tackling world-scale problems.

Sustainability

Saïd Business School is committed to the highest standards of environmental sustainability, preserving the planet for future generations and acting in a socially sustainable manner. As an employee you are expected to uphold these commitments in accordance with our Environmental Policy. You can learn more about our organisation's sustainability efforts at: https://www.sbs.ox.ac.uk/about-us/school/sustainability.

Diversity and Inclusion

Oxford Saïd is committed to fostering an inclusive culture which promotes equality, values diversity and maintains a working, learning and social environment in which the rights and dignity of all its staff and students are respected. We recognise that the broad range of experiences that a diverse staff and student body brings strengthens our research and enhances our teaching, and that in order for Oxford to remain a world-leading institution we must continue to provide a diverse, inclusive, fair and open environment that allows everyone to grow and flourish.

Oxford Saïd holds a bronze Athena Swan award to recognise advancement of gender equality: representation, progression and success for all.

Our Values

To better understand our Values, what behaviours demonstrate them and how they are involved in your everyday work we have created the below descriptors.

Transformational

We challenge constructively, provoke thought, and influence and inspire others to develop.

Respectful

We are caring, supportive, appreciative, embrace difference and value each other's opinions.

Entrepreneurial

We embrace and encourage change and innovation. We are creative, flexible and brave.

Collaborative

We are stronger together. We are inclusive, approachable, listen to others and value good communication.

Purposeful

We are a community who believe in sustainable growth, and are responsible, principled and transparent.

Excellence

We are professional, focused and aligned, and have a responsibility to do the very best we can.

Wellbeing

Saïd Business School acknowledge the importance of wellbeing, in enabling people to thrive at work and ensure a work-life balance. It provides a number of initiatives to help support wellbeing and would encourage you to participate. At an individual level, wellbeing means recognising what helps us remain resilient and taking appropriate steps. If we experience difficulties, doing our best to rectify them and making our line manager aware of aspects that they could support us with.

Further information about Saïd Business School is available at www.sbs.oxford.edu.

Social Sciences

Oxford Saïd is a department within the Social Sciences Division, one of four academic Divisions in the University, each with considerable devolved budgetary and financial authority; and responsibility for providing a broad strategic focus across its constituent disciplines.

The Social Sciences Division represents the largest grouping of social sciences in the UK: home to a number of outstanding departments and to the internationally ranked Law Faculty; all are committed to research to develop a greater understanding of all aspects of society, from the impact of political, legal and economic systems on social and economic welfare to human rights and security. That research is disseminated through innovative graduate programmes and enhances undergraduate courses. For more information please visit https://www.socsci.ox.ac.uk.

How to apply

Applications are made through our e-recruitment system and you will find all the information you need about how to apply on our Jobs website https://www.jobs.ox.ac.uk/how-to-apply.

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

As part of your application you will be asked to provide details of two referees and indicate whether we can contact them now.

You will be asked to upload a CV and a supporting statement. The supporting statement must explain how you meet each of the selection criteria for the post using examples of your skills and experience. This may include experience gained in employment, education or during career breaks (such as time out to care for dependants).

Please upload all documents **as PDF files** with your name and the document type in the filename.

All applications must be received by **midday** UK time on the closing date stated in the online advertisement.

If you currently work for the University please note that:

- As part of the referencing process, we will contact your current department to confirm basic employment details including reason for leaving.

- Although employees may hold multiple part-time posts, they may not hold more than the equivalent of a full time post. If you are offered this post, and accepting it would take you over the equivalent of full-time hours, you will be expected to resign from, or reduce hours in, your other posts(s) before starting work in the new post.

If you need help

Application FAQs, including technical troubleshooting advice is available at https://staff.web.ox.ac.uk/recruitment-support-faqs.

Non-technical questions about this job should be addressed to HR.Recruitment@sbs.ox.ac.uk.

To return to the online application at any stage, please go to www.recruit.ox.ac.uk.

Please note that you will receive an automated email from our e-recruitment system to confirm receipt of your application. **Please check your spam/junk mail** if you do not receive this email.

Important information for candidates

Data Privacy

Please note that any personal data submitted to the University as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see the University's Privacy Notice for Job Applicants at https://compliance.admin.ox.ac.uk/job-applicant-privacy-policy.

The University's Policy on Data Protection is available at https://compliance.admin.ox.ac.uk/data-protection-policy.

The University's policy on retirement

The University operates an Employer Justified Retirement Age (EJRA) for very senior research posts at **grade RSIV/D35 and clinical equivalents E62 and E82** of 30 September before the 70th birthday. The justification for this is explained at https://hr.admin.ox.ac.uk/the-ejra.

For **existing** employees, any employment beyond the retirement age is subject to approval through the procedures https://hr.admin.ox.ac.uk/the-ejra.

There is no normal or fixed age at which staff in posts at other grades have to retire. Staff at these grades may elect to retire in accordance with the rules of the applicable pension scheme, as may be amended from time to time.

Equality of opportunity

Entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation.

Oxford Saïd Exclusive Benefits

Wellbeing initiatives

Oxford Saïd runs an annual Wellbeing Day for all staff. In addition to this, there is yoga, healthy food deliveries, health MOTs and a range of other ad hoc programmes. Our excellent catering facilities provide a high standard of food, including healthy eating and vegetarian options at a subsidised cost.

Staff Summer and Christmas parties

Oxford Saïd like to reward all of their staff for their great work and their Christmas and Summer parties are our way of saying thank you. The Christmas party is for all staff and the summer party is for staff and their immediate family members, because we know how important family is to all of us.

Employee Assistance provider

Health Assured is an employee assistance and wellbeing consultancy that works in partnership with the Business School to provide staff and their immediate family with a free 24-hour per day helpline providing confidential information and counselling services on personal issues.

University of Oxford Benefits

Annual leave

38 days (inc. public holidays). Long service additional annual leave – up to 5 days per annum, pro rata for part time employees. Previous service within higher education sector can be recognised. An additional scheme enables staff to request to purchase up to 10 additional days in each holiday year.

Salary and salary sacrifice schemes

The University salary and grading structure allows for annual incremental progression until a scale-bar point is reached. This incremental progression is automatic. Additionally, there are salary sacrifice schemes for bicycles and electric cars. See https://hr.admin.ox.ac.uk/staff-benefits.

Pension

If you are on an academic or academic related pay scale (grade 6 or above), you are automatically a member of USS. Employer contribution is 14.5% and Employee contribution is 6.1%.

If you are on a pay scale other than academic or academic related (grade 1-5) you are automatically a member of OSPS. Employee contribution can be between 4%- 8% and Employer contribution 10%-14%.

University discounts

All University staff can purchase a TOTUM discount card for £14.99 for 12 months (£24.99 for 2 years, £34.99 for 3 years) which gives access to numerous exclusive offers and discounts from many popular retailers. There are a wide range of other discounts from external companies available using a university card.

University Club

Membership of the University Club is free for all University staff. The University Club offers social, sporting and hospitality facilities. Staff can also use the University Sports Centre on Iffley Road at discounted rates, including a fitness centre, powerlifting room and swimming pool. See www.club.ox.ac.uk and https://www.sport.ox.ac.uk/.

Access to Oxford buildings

Free access to a number of Oxford colleges, Botanic Gardens, Harcourt Arboretum, Wytham Woods and discount at numerous restaurants/shops.

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