

Associate Director, Programme Sales and Customer Engagement Operations

Hybrid (2 days per week onsite) / Onsite, Park End Street and Hayes House, Oxford
Grade 9 £57,721 – £66,608 per annum including the Oxford University Weighting of £1,730 per annum
Permanent-full time (37.5 hours)
Saïd Business School, Social Sciences Division, University of Oxford



The role

At Saïd Business School, University of Oxford, we deliver world-class executive education that transforms individuals, organisations, and societies. Oxford Saïd Business School Executive Education has ambitious growth plans, with the aim of doubling revenue by 2030, with Open Programmes (on-campus and online) contributing at least half of this business. Achieving this ambition will require significant growth in revenue and participant volumes, alongside a step-change in operational productivity, efficiency and scalability.

The Associate Director of Programme Sales and Customer Engagement Operations is a senior operational leadership role established to enable this growth by designing, developing and leading a scalable, technology-enabled and data-led operating model for the Open Programmes business development function. The role exists to ensure that the business can accommodate substantial expansion in activity and complexity without a corresponding increase in headcount or operational cost, through smarter processes, effective use of technology and automation, stronger management information and more productive ways of working.

Acting as the Chief Operating Officer (COO) for Programme Sales and Customer Engagement, the postholder has strategic and operational responsibility for the infrastructure, systems, processes and organisational capabilities that underpin commercial performance across the portfolio. This includes leading operational transformation, driving continuous improvement, strengthening business intelligence and ensuring that people, processes and technology work together effectively to support sustainable growth.

As a key member of the Programme Sales and Customer Engagement leadership team, the postholder works in close partnership with the Associate Directors of Programme Sales, who collectively own portfolio commercial performance and lead their respective Business Development teams and strategic priorities. The postholder provides the operational leadership and enabling infrastructure that allows these teams to maximise their effectiveness, while directly leading the Customer Engagement function and ensuring a consistently high-quality experience for prospective and enrolled participants across on-campus and online programmes.

Responsibilities

Operating Model, Operational Excellence and Transformation

- Own and continuously develop the operating model for Programme Sales and Customer Engagement, ensuring that processes and ways of working are aligned with strategic objectives and the evolving scale and complexity of the business.
- Lead operational transformation and continuous improvement, simplifying, standardising and automating end-to-end processes across the recruitment and participant journey, from initial enquiry through to enrolment and programme commencement.
- Identify and deliver improvements in operational effectiveness, productivity, service standards and cross-functional working, ensuring that increased revenue and participant volumes can be supported without proportionate increases in resource or cost.
- Establish effective frameworks for operational planning, ensuring that the function operates consistently and efficiently.

Systems, Technology and Digital Enablement

- Provide strategic business ownership of the CRM and wider technology ecosystem supporting Programme Sales and Customer Engagement, ensuring systems are fit for purpose and aligned

with operational and commercial requirements.
- Lead the technology roadmap, including business cases, investment priorities, procurement, implementation and optimisation of systems and digital solutions.
- Drive effective adoption, integration and utilisation of systems, ensuring high-quality data and identifying opportunities to leverage automation, AI and emerging technologies to improve productivity and enable scalable, personalised customer engagement.
- Represent Executive Education in relevant School-wide technology governance and investment initiatives, ensuring business requirements inform wider systems strategy and decisions.

Business Intelligence, Performance and Commercial Insight

- Own the development of a robust, data-led performance management and reporting framework, providing accurate, timely and actionable management information across the portfolio.
- Establish consistent measures and reporting covering pipeline, recruitment activity, conversion, yield, forecasting, productivity and operational efficiency.
- Provide analysis, insight and recommendations to the Director and Associate Directors of Programme Sales to support commercial decision-making, resource allocation, performance improvement and identification of risks and opportunities.
- Drive improvements in data quality, reporting capability and forecasting infrastructure to strengthen organisational visibility and accountability.

Customer Engagement and Organisational Capability

- Lead and develop the Customer Engagement function, ensuring effective management of prospective participant enquiries, engagement, conversion support and onboarding, with clear performance expectations and service standards.
- Build operational capability across Programme Sales and Customer Engagement through effective training, coaching, playbooks and guidance, embedding consistent standards in customer engagement, CRM utilisation, data management and operational practice.
- Lead the implementation and adoption of new systems, processes and ways of working, ensuring effective change management and engagement across the function.
- Foster a culture of accountability, collaboration, continuous learning and operational excellence.

Strategic Leadership and Stakeholder Collaboration

- Act as the principal operational partner to the Director and the three Associate Directors of Programme Sales, ensuring that systems, processes, resources and operational capabilities support the delivery of portfolio strategy and commercial objectives.
- Contribute to the strategic leadership of the Open Programmes business, providing operational expertise, challenge and recommendations on organisational effectiveness, future capability and investment priorities.
- Lead and represent Executive Education in relevant School-wide strategic initiatives, cross-functional projects and external tenders, ensuring that business requirements and operational expertise inform wider organisational decisions.
- Build effective partnerships across Executive Education and the wider School, including Marketing, Learning Impact and Product Innovation, Programme Delivery, Finance and build effective partnerships across Executive Education and the wider School, including Marketing, Learning Impact and Product Innovation, Programme Delivery, Finance and IT, to ensure joined-up planning, effective delivery and continuous improvement.

Selection criteria

Essential selection criteria

- Significant experience in business operations, commercial operations, sales operations or transformation leadership role, ideally within a complex, customer-facing or commercially driven organisation.
- Proven track record of designing and implementing scalable operating models and leading operational transformation that delivers measurable improvements in productivity, efficiency and organisational performance.
- Strong understanding of end-to-end sales and customer engagement processes, including lead management, CRM, recruitment, conversion, forecasting and customer onboarding.
- Demonstrable experience of leading CRM and business systems strategy, implementation and optimisation, with the ability to translate business requirements into effective technology solutions.
- Highly developed analytical skills, with experience of using management information, data and performance metrics to generate insight, inform strategic decisions and drive improvement.
- Proven ability to lead, motivate and develop teams, build organisational capability and embed new processes and ways of working.
- Strong strategic thinking and problem-solving skills, with the ability to translate organisational ambitions into practical operational plans and measurable outcomes.
- Excellent stakeholder management, influencing and communication skills, with the credibility to work effectively with senior leaders, academic colleagues, professional services teams and external partners.
- Demonstrable experience of leading complex projects and programmes of change, managing competing priorities and delivering outcomes through cross-functional collaboration.
- Ability to exercise sound commercial judgement and understand the relationship between operational effectiveness, customer experience, productivity and financial performance.

Desirable selection criteria

- Educated to degree level (or equivalent), ideally with a relevant professional qualification or membership of a recognised body in business, marketing, education, or a related field.
- Experience within higher education, executive education, professional services or a similarly complex service-based organisation.
- Experience of Salesforce or comparable CRM platforms and associated sales, marketing and customer engagement technologies.
- Experience of implementing automation, AI and digital solutions to improve operational effectiveness and scale customer-facing activity.
- Experience of managing external technology suppliers, systems implementation partners, procurement processes and investment business cases.
- Understanding of the commercial and operational drivers of open-enrolment or direct-to-consumer business models.
- Experience of representing a business function in School-wide or organisation-wide strategic initiatives, technology governance and cross-functional projects.

- A strong cultural fit with Oxford Saïd's values:
- Transformational, Collaborative, Purposeful, Entrepreneurial, Respectful, and Excellence — demonstrated in all professional interactions and outputs

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. If you have previously worked for the University we will also verify key information such as your dates of employment and reason for leaving your previous role with the department/unit where you worked. 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 Pre-employment checks (https://www.ox.ac.uk/about/jobs/explore-our-careers/applications-process/pre-employment-screening).



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 About the University of Oxford (https://www.ox.ac.uk/about).

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 Sustainability | Saïd Business School (https://www.sbs.oxford.edu/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 Saïd Business School (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 Social Sciences Division (https://www.socsci.ox.ac.uk).



How to apply

Applications are made through our online recruitment portal. Information about how to apply is available on our Jobs website at How to apply (https://www.ox.ac.uk/about/jobs/explore-our-careers/applications-process/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.

Information for internal candidates

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 post(s) before starting work in the new post.

- Before applying for this post, you are advised to read the Internal Mobility Principles (https://unioxfordnexus.sharepoint.com/sites/OXINTRANET-working-here/SitePages/internal-mobility-principles.aspx). The principles promote good practice for moving into professional services roles and are designed to provide clarity on expectations for managers and individuals.

Information for priority candidates

A priority candidate is a University employee who is seeking redeployment because they have been advised that they are at risk of redundancy, or on grounds of ill-health/disability. Priority candidates are issued with a redeployment letter by their employing department(s).

If you are a priority candidate, please ensure that you attach your redeployment letter to your application (or email it to the contact address on the advert if the application form used for the vacancy does not allow attachments).

If you need help

Application FAQs, including technical troubleshooting advice is available at Support with online applications (https://www.ox.ac.uk/about/jobs/explore-our-careers/applications-process/support-with-online-applications).

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 How to apply (https://www.ox.ac.uk/about/jobs/explore-our-careers/applications-process/how-to-apply).

Please note that you will receive an automated email from our online recruitment portal 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 Job applicant privacy policy (https://compliance.admin.ox.ac.uk/job-applicant-privacy-policy).

The University's Policy on Data Protection is available at Data protection policy (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.

For **existing** employees, any employment beyond the retirement age is subject to approval through the procedures. Please see The EJRA (https://unioxfordnexus.sharepoint.com/sites/OXINTRANET-working-here/SitePages/the-ejra.aspx).

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

The University of Oxford is committed to equal opportunity and to being a place where everyone belongs and is supported to succeed. We recognise how the diversity of our community enriches our ability to deliver on our academic mission.

We welcome applications from individuals from all backgrounds, including those underrepresented within higher education. No applicant or member of staff shall be unlawfully discriminated against on the basis of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation.

Employment with the University and progression within employment will be determined according to personal merit and the application of criteria related to the duties and conditions of the post. In all cases, the primary consideration will be the ability to perform the job.

As stated in the University's Equality Policy and Equality, Diversity and Inclusion Strategic Plan, our commitment to equality and diversity goes hand in hand with our commitment to academic freedom and free speech.



Oxford Saïd Exclusive Benefits

Wellbeing initiatives

Oxford Saïd runs a fortnightly Wellbeing Wednesday when staff are encouraged to take time (one hour for full-time staff and half an hour for part-time staff) during the working day to focus on their wellbeing in addition to their lunch break. We also have excellent catering facilities that 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

Spectrum Life 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 Working here (https://www.ox.ac.uk/about/jobs/working-here).

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 The University Club (www.club.ox.ac.uk) and Oxford University Sport (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.

Saïd Business School
University of Oxford
Park End Street
Oxford, OX1 1HP
United Kingdom
www.sbs.oxford.edu

All information is correct at the time of going to press.

Please check our website for the most up-to-date information.

Saïd Business School, University of Oxford