

Appointment details  
**ABS Marketing Officer**

Job Ref: R170462

Closing Date: 23.59 hours BST on  
Sunday 22 October 2017

EXCELLENT  
DIFFERENT  
DISTINCTIVE  
**ASTON**



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Founded in 1895 and a University since 1966, Aston is a long established research-led University known for its world-class teaching quality and strong links to business and the professions. Professor Alec Cameron became Vice Chancellor of the University in 2016, building on a strong legacy left by the Baroness Brown of Cambridge.

### Outstanding graduate employability

Aston has been a leading university for graduate employment success for over 25 years. More than 80% of Aston graduates go on to a graduate level job within six months. The majority of Aston students choose to take an integrated placement year or year abroad, making them very attractive to employers. We have strong relationships with national and international graduate employers, as well as smaller and local employers. These relationships are extremely important and make a real contribution to graduate employability.

### Career focussed programmes

Aston's close and established links with business, the public sector and the professions ensure that our career focussed degree programmes are inspiring, challenging and constantly updated to equip students with essential work-related skills and experiences.

### Excellence in teaching and research

We are committed to high quality teaching and academic excellence, ensuring we provide the highest standard of education to our students. Aston has an excellent reputation for research which shapes and improves lives. We're proud of the quality of our research and the real world applications developed as a result – it makes a substantial and beneficial difference to people, organisations and society.

Aston's four academic Schools offer a range of undergraduate and postgraduate degree programmes, and also work with the public and private sectors to develop tailored Foundation Degree programmes.

### International

Aston University is a popular choice for international students. We recognise and welcome the important academic contribution and cultural diversity international students bring to our university environment. Students from over 120 countries study at Aston University each year

Aston University is ranked 29th in the world and 9th in the UK as one of the 'most international universities in the world.' (The Times Higher World University Ranking, 2016-17).

### Birmingham – one of Europe's liveliest cities

Birmingham is internationally recognised as a leader in leisure, entertainment, shopping and sport. It is an international centre for business, commerce and industry, housing numerous UK and overseas banks and law firms. Birmingham attracts 25 million visitors each year and contributes billions to the national economy through manufacturing and engineering.

The University campus is located in the city centre making it very accessible to an extensive network of motorways and railways.

### A green, sustainable campus

Located in the heart of a vibrant city, our 40 acre campus houses all the University's academic, social and accommodation facilities for our 14,355 students. All staff have the opportunity to contribute to our sustainability agenda and practices.



## Welcome from David Farrow

*Dear applicant*

I am delighted that you are considering applying for this position at what is a particularly exciting time for Aston University, and an incredibly challenging time for the Higher Education (HE) sector. The HE sector is currently experiencing an unprecedented scale and pace of change, combined with a high degree of ambiguity and uncertainty.

At Aston we have made major strides to build our reputation and influence, and to develop a distinctive position in the sector. Our media profile has risen dramatically, our digital presence has grown, and most importantly our undergraduate applications are up by nearly 30% in a very competitive environment. Universities who are able to adapt swiftly to a changing and increasingly volatile market will be those who are successful.

Aston is well positioned for the future. Our vision 'Employable Graduates; Exploitable Research' not only inspires and motivates students, but speaks to business and governments, who will increasingly look to Aston for ideas and partnership.

I look forward to receiving your application, and learning more about how you feel you can contribute to Aston's continuing success.

**David Farrow**  
Executive Director Recruitment and Marketing



## ► University values

All staff are expected to demonstrate / promote the University's values and expectations, which are an integral part of our 2020 strategy and underpin the culture of the University. Our vision is to be the UK's leading University for business and professions, where original research, enterprise and inspiring teaching deliver global impact. More information about the university's values is available at [www.aston.ac.uk/staff/working/dare-to-succeed/values/](http://www.aston.ac.uk/staff/working/dare-to-succeed/values/)

In addition, our leaders are expected to be accountable, help to execute strategic visions of the University, share and set clear expectations that inspire those around them. Further information on our leadership expectations can be found at: <http://www.aston.ac.uk/EasySiteWeb/GatewayLink.aspx?allId=158042>



## ► Staff expectations

All staff are expected to;

- Be committed to delivering high performance
- Recognise and praise the high performance of others
- Remain open to new ideas and seek to act quickly for positive change
- Develop themselves, and support the development of others
- Be ambitious, for themselves, their teams and the university
- Engage with others, listen, observe and communicate
- Focus on excellent customer service, finding solutions and saying “yes”
- Make reasoned decisions without fear of blame
- Engender trust through their own actions
- Be fair in all matters

## ► Job description

To develop and implement the School's marketing activities with a key focus on student recruitment, specifically on Postgraduate (including MBA, DBA and Research) recruitment.

This role involves undertaking a range of activities to support the marketing and recruitment of students to Aston Business School. You will use your skills to develop a variety of campaigns and events that engage and excite prospective students.

The role holder will use their skills in digital marketing; event planning and attendance for recruitment fairs both in the UK and overseas; the management of enquiry and prospective applicant data; developing marketing materials and implementing a range of marketing communications.

In addition, the role will require drafting recruitment plans as well as gathering feedback and information from across all relevant recruitment activities to support continual improvement of the School's recruitment processes.

The role reports to the Marketing Manager, and the role holder will be called upon to join University-wide matrix based teams for both UG and PG marketing.

## Responsibilities

### *MBA/DBA*

- Identification and implementation of activities to maintain and improve marketing and recruitment.
  - Produce marketing and recruitment plans to support student recruitment targets for postgraduate recruitment (including Aston's MBA, DBA and Postgraduate Research)
  - Coordination and implementation of relationship marketing materials (such as emails, webinars, and webchats, to support recruitment.
  - To help maintain the recruitment webpages alongside the digital team and monitor their effectiveness.
- The planning of, and attendance at, recruitment events (UK and overseas).
  - Attendance at student recruitment activities (e.g. fairs, online webinars, agent visits and alumni activities) relevant across all ABS programmes.
  - Undertake a range of post event follow up activities to engage perspective students and encourage application.
  - Undertake all aspects of organisation and planning of recruitment events including online and face-to-face, agent visits, academic workshops and so forth.
  - Work with the Aston Business School admissions team to develop a range of engagement opportunities including open days, online information sessions, and social network groups to support student recruitment.
- Gathering of market knowledge to support strategic development.
  - Development of market research to identify key messages and factors that influence decision making processes.
  - Gather and report on competitor and comparator activities to develop benchmarking information.
- Management and monitoring of marketing and recruitment processes and conversion.
  - Report on effectiveness of marketing activities and identify opportunities to innovate and improve service.
  - Management of all conversion programmes, this involves co-ordinating an effective response to ensure enquiries are prioritised accordingly.
  - Develop and implement robust metric system to monitor student journeys from application to enrolment.
- Other
  - Responsibility for planning and allocating budget for marketing and recruitment.
  - Management of relevant expenditure, including raising purchase requisitions.
- Team working
  - Working with cross University matrix based teams to develop research and launch marketing plans.

## Additional responsibilities

- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities to develop themselves and support the development of others.
- ▶ Ensure and promote the personal health, safety and wellbeing of staff and students.
- ▶ Carry out duties in a way which promotes fairness in all matters and which engenders trust.
- ▶ Promote equality of opportunity and support diversity and inclusion as well as working to support the University's environmental sustainability agenda and practices.





► **Person specification**

	Essential	Method of assessment
<b>Education and qualifications</b>	Graduate in English, Marketing, Media and Communications, a related subject, or equivalent experience.	Application form
<b>Experience</b>	<p>Experience of working in marketing and/or student recruitment.</p> <p>Experience of delivering high quality and innovative marketing solutions.</p> <p>Experience of working with external media and suppliers.</p> <p>Experience of working with new technology and delivering social media and digital marketing campaigns.</p> <p>Experience of implementing marketing related initiatives.</p> <p>Experience of writing engaging copy for a range of different audiences, stakeholders and purposes.</p> <p>Experience of producing a variety of marketing materials across a range of media from print to digital.</p> <p>Experience of effective planning, implementation and measurement of marketing campaigns.</p> <p>Experience of budget management.</p>	Application form and interview
<b>Aptitude and skills</b>	<p>Excellent copy writing and proof reading skills</p> <p>Ability to write engaging content for a diverse range of audiences; both local and overseas, student and business communities.</p> <p>High level of IT literacy.</p> <p>Proven ability to work under pressure and meet deadlines.</p> <p>Flexible and creative approach to work, including a willingness to embrace change and new ideas.</p> <p>Highly developed interpersonal skills including influencing and negotiation.</p> <p>A results driven approach.</p> <p>Excellent written and oral communication.</p> <p>Ability to prioritise workload and coordinate the work of others.</p> <p>Excellent organisation skills.</p> <p>Basic HTML Knowledge.</p>	Application form and interview

	Essential	Method of assessment
	Willingness to work in cross University matrix based teams.	

	Desirable	Method of assessment
<b>Education and qualifications</b>	Postgraduate or Professional marketing qualification.	Application form
<b>Aptitude and skills</b>	<p>Knowledge, experience and a track record in Search Engine Optimisation.</p> <p>A good knowledge of web analytics tools, in particular Google Analytics.</p> <p>Knowledge and experience of implementing and evaluating digital advertising campaigns.</p> <p>Understanding of UK HE recruitment cycles, admissions and processes.</p>	Interview and presentation
<b>Other requirements</b>	Knowledge of the latest digital marketing trends and innovations.	Application form and interview





## ► Salary & benefits

This post is offered on a fixed term basis (12 months). The appointment is Grade 7 and the salary range for this grade is £25,728 to £30,688 per annum.

<b>Holiday entitlement</b>	30 days per annum, in addition to 13 days public and university holidays.
<b>Pension</b>	Eligible staff are offered membership of the University Superannuation Scheme which is a hybrid pension arrangement. For further information please visit <a href="http://www.uss.co.uk/members/members-home">www.uss.co.uk/members/members-home</a> .
<b>Contribution pay</b>	The University's Performance Development and Reward Scheme provides for salary enhancement for staff who are considered to be performing at an exceptional level on a consistent basis.
<b>Relocation</b>	Aston University aims to recruit the most talented individuals. This policy is intended to support this aim by providing assistance to new employees who have to relocate to take up a position. This policy applies to staff appointed to a position from 1 January 2014 at grade 7 (salary point 25) or above on an open-ended contract or to a fixed term position of two years or more, and who have to relocate their place of residence in order to take up the appointment. Positions which are externally funded fall outside of this policy. Individuals may be eligible to claim costs in line with the relevant funding arrangements.

Visit our website: [aston.ac.uk/hr](http://aston.ac.uk/hr) for full details of our [salary scales](#) and the [benefits](#) Aston University staff enjoy.

## ► How to apply and the selection process

Please visit our website [aston.ac.uk/jobs](http://aston.ac.uk/jobs) to apply online. If you do not have internet access, call 0121 204 4500 and leave your name and address quoting the job title and reference number.

<b>Closing date for applications</b>	23.59 hours BST on Sunday 22 October 2017
<b>Interview date</b>	Monday 6 November 2017

Please contact Fiona Kilker, Director of Marketing, for an informal discussion about the role.  
Tel: +44(0) 121 204 4146 Email: [f.kilker@aston.ac.uk](mailto:f.kilker@aston.ac.uk)

If you would like information on the progress of your application, advice on any aspect of the appointment process, or a conversation about our terms and conditions of service, please contact:

Christine Campbell HR Business Partner +44 (0) 121 204 4586 <a href="mailto:c.m.campbell@aston.ac.uk">c.m.campbell@aston.ac.uk</a>	Grace Ntamirira Recruitment Administrator +44 (0) 121 204 3323 <a href="mailto:g.ntamirira@aston.ac.uk">g.ntamirira@aston.ac.uk</a>
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## ► Outline terms and conditions of the appointment

<b>Qualifications</b>	Successful candidates will be required to produce evidence of their qualifications upon joining the University
<b>Medical clearance</b>	It is a condition of appointment that newly-appointed staff receive medical clearance from the University's Health Centre.
<b>Eligibility to work in the UK</b>	Candidates who are not citizens of the United Kingdom, or of another EEA member country, should check their eligibility to enter or remain in the UK in advance of making any job application via the UKVI website <a href="https://www.gov.uk/browse/visas-immigration/work-visas">https://www.gov.uk/browse/visas-immigration/work-visas</a> . Before applying you should ensure that you meet the requirements, including meeting the English language standards. If you do not meet the eligibility criteria, any application for a work visa would be unsuccessful.
<b>Document checks</b>	As a result of the implementation of sections 15 to 26 of the Immigration, Asylum and Nationality 2006 Act on 29 February 2008, the University requires all prospective and, in some cases, current employees, to provide documentation to verify their eligibility to work in the UK. Further information about these requirements can be found on the <a href="#">UK Visas and Immigration website</a> .
<b>Equal opportunities</b>	<p>Aston University promotes equality and diversity in all aspects of its work. We aim to ensure, through our admissions policies for students, and our staff recruitment and selection processes, that we encourage applications from all groups represented in the wider community at a local, national and international level.</p> <p>The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against students or potential students, staff or potential staff. This commitment applies to all functions of the University and to any stage of an individual's career at Aston.</p> <p>An Equal Opportunities Monitoring Form is included with the application form.</p>
<b>Data Protection Act 1998</b>	<p>Your application will only be used to inform the selection process, unless you are successful, in which case it will form the basis of your personal record with the University which will be stored in manual and/or electronic files. Information in statistical form on present and former employees is given to appropriate outside bodies.</p> <p>Data you provide on the Equal Opportunities Monitoring Form will be included in a general database, for statistical monitoring purposes, enabling the University to monitor the effectiveness of its Policy, Code of Practice and Guidelines on Equal Opportunities in Employment. Individuals will not be identified by name.</p>
<b>Disclosure and Barring Service (DBS)</b>	Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the position they are applying for is listed as an exception under the act.

Full details of our terms and conditions of service and associated policies and procedures are available online at [www.aston.ac.uk/hr](http://www.aston.ac.uk/hr).

**Aston University**  
**Employable Graduates**  
**Exploitable Research**

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[www.aston.ac.uk](http://www.aston.ac.uk)

