

Candidate Brief

# Programme Engagement Manager

**Reference:** R190175

**Salary:** Grade 7, £26,243 per annum

**Contract Type:** Fixed Term (36 months)

**Basis:** Full Time

**Closing Date:** 23.59 hours BST on Monday 10 June 2019

**Interview Date:** Friday 21 June 2019

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DIFFERENT  
DISTINCTIVE  
ASTON



## **Job description**

Aston Centre for Growth, at Aston University, develops and runs management training for business owners who want to grow their business. The Centre also organises networking events and provides other business support opportunities including start-up and incubation support to student businesses.

The Centre runs the Aston Programme for Small Business Growth which is part-funded by the European Regional Development Fund (ERDF).

The Aston Programme for Small Business Growth assists growth SMEs based within the Greater Birmingham and Solihull Local Enterprise Partnership (LEP) and the Coventry and Warwickshire LEP to increase their management capacity to enable them to develop and grow their business. The Programme will provide high quality leadership and management education through a series of workshops, supplemented by one to one support. Addressing a comprehensive range of issues faced by growing SMEs, the programme aims to increase participant businesses' turnover and to facilitate the creation of new jobs. The programme will run between July 2019 and June 2022, to four cohorts of business leaders.

The Programme Engagement Manager is an integral member of the team responsible for engagement with beneficiaries, stakeholders and suppliers, ensuring compliant procurement processes throughout and for co-ordinating the effective marketing of the programme. This includes recruiting suitable small business owners and leaders of social enterprises onto the programme, and ensuring engagement throughout. Developing relationships with suitable referral partners, and more generally raising the profile of the programme in the two LEP regions. The role will also include managing the procurement process for all purchases required for the project. Attendance at evening events such as marketing events and workshops will be required as well as attendance at breakfast meetings.

Key responsibilities will include-

### **Planning**

- ▶ Develop and implement a marketing and recruitment strategy, in consultation with the Programme Director and Programme Manager, with the aim of attracting eligible applicants from a wide range of sectors and geographical spread across the LEP areas.
- ▶ Develop and implement a compliant procurement strategy for the duration of the project, in consultation with the Programme Manager.

### **Relationship Management**

- ▶ Work with the Greater Birmingham and Solihull LEP, the Coventry and Warwickshire LEP and Growth Hubs/Growth teams to build relationships and specific networks within their regions to attract eligible potential applicants.
- ▶ Develop relationships with existing referral partners known to the Aston Centre for Growth and identify new referral partners across the two LEP areas and work with them to attract eligible potential applicants from their networks.

### **Marketing and Communications**

- ▶ Lead the development of marketing materials in line with ERDF and Aston University branding and procurement requirements, including website, brochures, email templates and other materials as required. Manage the distribution of marketing materials.
- ▶ Manage and implement a consistent social media campaign to raise awareness of and recruit to the Programme across a number of platforms.
- ▶ Manage internal and external communications and messages about the Programme in line with current ERDF branding requirements.
- ▶ Organise preview events across the LEP areas in line with ERDF procurement requirements and attract suitable potential applicants to attend the events and learn about the Programme.
- ▶ Represent the Programme at external events and conferences being held by referral partners, and at relevant internal events at Aston University.

- ▶ Manage the contact with potential applicants including enquiries and event attendees, ensuring that each contact is followed up appropriately to maximise conversion rate.
- ▶ Answer enquiries about the Programme and application procedure.

### **Recruitment and Selection Process**

- ▶ Assist with the shortlisting listing process. Ensure that application materials are filed and labelled and supplied to the short listing panel. Record the outcome of the short listing process, and manage the contact with applicants to tell them the outcome.
- ▶ Assist with interview organisation, including organising and briefing the interview panels, providing support materials, and arranging venue, facilities and catering.

### **Procurement/Purchasing**

- ▶ Co-ordinate all procurement for the Programme in consultation with the Programme Manager ensuring ERDF regulations are met.
- ▶ Develop and support the management of a procurement administration system with the Programme team.

### **Participant Engagement**

- ▶ Develop and manage communications and engagement with beneficiaries, in consultation with the Programme Manager, to ensure their full participation in the programme.
- ▶ Support beneficiaries in their communications regarding the programme and ensure that communications conform to ERDF branding requirements.
- ▶ Support the development of an alumni network and identify and develop written and video case studies and use them to promote the ERDF Programme and the Aston Centre for Growth.

### **Monitoring and Reporting**

- ▶ Keep records of marketing activity and supply progress reports and data to the Programme Director and Programme Manager as required.
- ▶ Ensure administration processes across marketing, procurement and engagement are ERDF compliant.

### **Integrated Working**

- ▶ Working with other School and University Departments (Finance, Aston Business School and Central Marketing and Events teams) to gain support, guidance and coordination with other University activities.
- ▶ Collaborate with other team members to provide support for the delivery of the Programme generally, and in particular to manage arrangements for workshops and other events.

### **General**

- ▶ Attend evening and breakfast events such as marketing and networking events and workshops as required.
- ▶ Work collaboratively with colleagues in Aston Business School and the wider Aston University community towards achieving the Aston 2022 strategy.
- ▶ Take on any other duties and responsibilities commensurate with the level of the post as requested by the line manager or the Director of the Centre for Growth to ensure the successful
- ▶ Work within and ensure compliance with relevant Data Protection, Health and Safety, Equal Opportunities and other relevant employment related legislation.

**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.

**This post will be part-funded by the European Regional Development Fund (ERDF).**

## Person specification

	Essential	Method of assessment
<b>Education and qualifications</b>	Educated to Degree level or equivalent.	Application form
<b>Experience</b>	<p>Substantial experience in a marketing/ engagement role.</p> <p>Practical experience of marketing using digital marketing methods and social media.</p> <p>Practical experience of creating content for marketing campaigns in particular writing copy for websites, press releases, promotional materials etc.</p> <p>Substantial experience of communicating effectively with a wide range of internal/external stakeholders in a business context, particularly SMEs.</p> <p>Knowledge of business support programmes and/or business networks.</p>	Application form and interview
<b>Aptitude and skills</b>	<p>Effective and confident verbal and written communication skills.</p> <p>Excellent attention to detail.</p> <p>Ability to build relationships and work with in partnership with a range of Stakeholders, beneficiaries, partners, and external clients, suppliers and contractors.</p> <p>Excellent organisational skills: ability to prioritise workload to meet deadlines and manage/ respond to competing demands.</p> <p>Demonstrable ability to work on own initiative, manage own time, and identify and realise opportunities for further professional development.</p> <p>Ability to use information technology with speed, accuracy and precision including standard Microsoft packages (Access, Word, Outlook, Excel, Publisher and PowerPoint) exposure to CRM packages and online content management systems.</p> <p>Customer focused and demonstrates continuous improvement.</p>	Application form and interview

	Essential	Method of assessment
	<p>Works collaboratively, shares and listens to information, opinions and ideas, using a range of effective approaches.</p> <p>Effective, makes things happen; operates with resilience, flexibility and integrity.</p>	
<b>Training and development</b>	<p>Engages in own development and training activities.</p> <p>Self-Aware: learns continuously and effectively adapts behaviour in response to service requirements and feedback.</p>	Application form and interview
<b>Other</b>	Willingness and availability to attend evening and breakfast events and workshops.	Other

	Desirable	Method of assessment
<b>Education and qualifications</b>	Holding a professional marketing qualification.	Application form
<b>Experience</b>	<p>Experience in a marketing role in the SME Business-to-business sector.</p> <p>Experience of procurement/purchasing.</p> <p>Experience of engaging or working with business support programmes and/or business networks available in the region.</p> <p>Experience of working on ERDF funded programmes.</p> <p>An understanding of entrepreneur and small business requirements and marketing to small businesses.</p>	Application form and interview
<b>Aptitude and skills</b>	<p>Excellent presentation skills.</p> <p>Willingness to self-motivate and desire to take increasing responsibility for tasks.</p>	Application form and interview

## How to apply

You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>. Applications should be submitted by 23.59pm on the advertised closing date. All applicants must complete an application form, along with your CV.

Any CV sent direct to the Recruitment Team and Recruiting Manager will not be accepted. If you require a manual application form then please contact the Recruitment Team via [recruitment@aston.ac.uk](mailto:recruitment@aston.ac.uk).

## Contact Information

### Enquiries about the vacancy:

Name: Kate Angel

Job Title: ERDF Programme Manager

Tel: 0121 204 4523

Email: [k.angel@aston.ac.uk](mailto:k.angel@aston.ac.uk)

### Enquiries about the application process, shortlisting or interviews:

Recruitment Team via [recruitment@aston.ac.uk](mailto:recruitment@aston.ac.uk) or 0121 204 4500.

## Additional Information

Visit our website <https://www2.aston.ac.uk/staff/hr> for full details of our salary scales and benefits Aston University staff enjoy

**Salary Scales:** <https://www2.aston.ac.uk/staff-public/hr/payroll-pensions-and-benefits/salary-scales>

**Benefits:** <https://www2.aston.ac.uk/staff-public/hr/payroll-pensions-and-benefits>

**Working in Birmingham:** <https://www2.aston.ac.uk/birmingham>

**Employment of Ex-Offenders:** Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the positions they applying for is listed an exception under the act.

**Eligibility to work in the UK:** Candidates who are not citizens of the United Kingdom, or another EEA member country, should check their eligibility to enter or remain the UK in advance of making any job application via the UKVI website <https://www.gov.uk/browse/visas-immigration/work-visas>. 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

**Equal Opportunities:** 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.

The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against student 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.



An Equal Opportunities Monitoring Form is included within the application form. 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, Codes of Practice and Guidelines on Equal Opportunities in Employment. Individuals will not be identified by name.

**Data Protection Act 1998:** Your personal data will be processed in compliance with the DPA and from 25 May 2018 with the GDPR. The University's Data Protection Policy and Privacy Notices, including the Job Applicant Privacy Notice can be found at <https://www2.aston.ac.uk/data-protection>. 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.

Full details of our terms and conditions of service and associated policies and procedures are available online at <https://www2.aston.ac.uk/staff/hr>

