

Reference: R200349

Salary: £26,715 to £31,866 per annum (Grade 7)

Contract Type: Fixed Term (6 months)

Basis: Full Time

Closing Date: 23.59 hours GMT on Thursday 10 December 2020

Interview Date: 17 December 2020

Marketing and Engagement Manager



Job description

Job Purpose:

Aston Centre for Growth, at Aston Business School, designs and delivers business support programmes for SMEs and provides other business support opportunities for entrepreneurs, as well as start-up and incubation support to student and graduate businesses. The programmes currently delivered by the Centre for Growth include, Small Business Leadership Programme, Productivity through People, Pitch Up, Mentoring for Growth and Aston Programme for Small Business Growth. The post holder will work primarily on the Small Business Leadership Programme and Productivity through People programme and across the other programmes where required.

The post holder will work collaboratively with team members to identify and attract eligible SMEs and business owners to engage in the business support programmes delivered by the Centre for Growth. They will deliver a range of marketing activities to successfully create pipelines and recruit businesses to programmes and activities and support the development and delivery of those activities within the Centre.

Main Duties and Responsibilities

- Promote Centre for Growth programmes and business support activities to eligible businesses, referral partners and key stakeholders by developing and managing comprehensive marketing campaigns to meet recruitment targets.
- Attend events online and face to face where applicable and develop and deliver presentations.
- Use digital platforms to create written materials, images and video for marketing the Centre's activities including assets for websites and social media.
- Ensure accurate capture, measuring and reporting of recruitment activities including SMEs engaged in pipeline, enquiries received, application submissions and conversions etc.
- Work closely with Aston's marketing team and Centre for Growth colleagues to maintain the Centre web pages and identify relevant opportunities to promote Centre programmes, case studies and news stories.
- Work in collaboration with colleagues to develop and co-ordinate a Centre social media plan ensuring a regular presence across various social media platforms.
- Actively engage with Centre for Growth past and present participants, collaborating with colleagues to create newsletters and other materials, and identify opportunities to provide ongoing businesses support.
- Lead on the operational delivery of programme workshops, webinars and events when required, including the creation of materials and event management.
- Produce written reports to update on Centre for Growth activities, and contribute information for the development of funding applications, award nominations and accreditations.
- Contribute to the implementation of Aston University's *Aston 2022 strategy*, working collaboratively with colleagues in the College of Business and Social Sciences and across the University community.
- Ensure work is compliant and delivered within relevant Data Protection, Health and Safety, Equal Opportunities and other relevant employment related legislation.
- Take on any other duties and responsibilities commensurate with the level of the post as requested by the line manager or Centre for Growth Directors.

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
Education and qualifications	Educated to Degree level or equivalent.	Application form
Experience	<p>Substantial experience in a marketing/ engagement role.</p> <p>Practical experience of creating content and writing copy for websites, press releases, promotional materials, social media etc.</p> <p>Practical experience of using digital marketing methods and social media.</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
Aptitude and skills	<p>Effective and confident verbal and written communication skills.</p> <p>Excellent presentation skills.</p> <p>Excellent attention to detail.</p> <p>Ability to build relationships and work 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)</p> <p>Customer focused and demonstrates continuous improvement.</p> <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>	Application form and interview

	Essential	Method of assessment
Training and Development	Engages in own development and training activities. Self-Aware: learns continuously and effectively adapts behaviour in response to service requirements and feedback.	Application form and interview
Other	Willingness and availability to attend evening and breakfast events	

	Desirable	Method of assessment
Education and qualifications	Holding a professional marketing qualification.	Application form
Experience	Digital design experience (i.e. using photoshop or canva or similar to create marketing materials). Experience in a marketing role in the SME Business-to-business sector. Experience of engaging or working with business support programmes and/or business networks available in the region. Exposure to CRM packages and online content management and editing platforms. An understanding of entrepreneur and small business requirements and marketing to small businesses. Experience of procurement/purchasing.	Application form and interview
Aptitude and skills	Willingness to self-motivate and desire to take increasing responsibility for tasks.	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 jobs@aston.ac.uk.

Contact information

Enquiries about the vacancy:

Name: Kate Angel

Job Title: ERDF Programme Manager (Aston Business School)

Email: angelk@aston.ac.uk

Enquiries about the application process, shortlisting or interviews:

Recruitment Team via jobs@aston.ac.uk or 0121 204 4500.

Additional Information

Visit our website <https://www2.aston.ac.uk/staff-public/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-and-pensions/salary-scales/index>

Benefits: <https://www2.aston.ac.uk/staff-public/hr/Benefits-and-Rewards/index>

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-public/hr/po>



