



# IMPACT

## Marketing and Administration Officer

**Reference:** R210361

**Salary:** Grade 8, £34,304 to £38,587 per annum (pro-rata)

**Contract Type:** Fixed term until 31/05/2023

**Basis:** Part Time (0.4 FTE, 14.6 hours per week)

# Job description

## Job Purpose:

The Marketing and Administration Officer will be responsible for finding and attracting beneficiary businesses to enable the ERDF Think Beyond Data project to achieve its targets, and

for providing general administrative support to the project team. This will include the use of traditional, electronic and social media, event management, production of press releases and production of publications.

Reporting to the Project Manager, the Marketing and Administration Officer will work as an integral part of the project team (which includes research associates, academics and business development staff) in order to ensure the project achieves the required number of outputs and impacts, and that records and evidence of project activities are kept in accordance with funding requirements.

## Main duties and responsibilities

- ▶ Develop a marketing strategy to meet the objectives of the project.
- ▶ Conduct market research to identify suitable target audiences within the Greater Birmingham and Solihull and Marches LEP areas
- ▶ Build and maintain a database of suitable stakeholders utilising a CRM system.
- ▶ Build, launch and maintain a project specific external website targeted at the key business beneficiaries.
- ▶ Ensure all marketing deliverables and project communications comply with the ESIF publicity guidelines including logos, references to the European Union, European Regional Development Fund etc.
- ▶ Signing off all marketing items relating to the project, including those produced by partners such as the Local Enterprise Partnerships (LEPs) or growth hubs.
- ▶ Manage the design, production process and delivery of all marketing deliverables required to support the project objectives including brochures, flyers, posters, newsletters, promotional presentations, videos, exhibition graphics and e-mail campaigns.
- ▶ Liaise with external agencies and suppliers, to ensure all deliverables are produced on schedule and within budget.
- ▶ Write and post promotional communications via appropriate social media channels including Twitter, Facebook and LinkedIn
- ▶ Write press releases and liaise with Aston University's PR team to raise awareness of the project and workshops through their online and offline marketing channels.
- ▶ Build and maintain a list of suitable media organisations and liaise with Aston University's PR team to ensure all suitable media audiences are targeted.
- ▶ Organise and promote a series of project events, including workshops, training courses; seminars etc.
- ▶ Identify and organise project attendance at suitable external exhibitions, seminars and conferences.
- ▶ Conduct market research into the success of all events on both a qualitative and quantitative basis.

- ▶ Contribute to weekly and monthly progress reports produced by the project manager and attend meetings as required.
- ▶ Provide administrative support to the Project Manager, Project Director, and other members of the project team as appropriate.
- ▶ Manage project documents, including capturing and retaining evidence of project activities, including timesheets, letters of engagement, etc.
- ▶ Undertake any other duties commensurate with the grade as required.

### **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.

Project is part funded by the European Regional Development Fund.



# Person specification

	Essential	Method of assessment
<b>Education and qualifications</b>	Educated to degree level and/or holding a professional marketing qualification	Application form
<b>Experience</b>	<p>Substantial experience in a marketing role.</p> <p>Understanding of national, European and international research funding programmes suitable for regional businesses</p> <p>Capable of hands on problem-solving, with ability to generate ideas and solutions</p> <p>A track record of developing successful marketing campaigns</p> <p>A good knowledge of Microsoft packages (Word, Outlook, Excel and PowerPoint).</p> <p>Practical experience of using content management systems and online web analytics tools.</p>	Application form and interview
<b>Aptitude and skills</b>	<p>Creative ability.</p> <p>Strong verbal and written communication skills.</p> <p>Good eye for detail in design, copywriting and editing.</p> <p>Excellent understanding of how to communicate with different audiences ranging from SMEs to academia.</p> <p>Knowledge and experience of dealing with issues around corporate branding.</p> <p>Excellent organisational skills</p>	Application form and interview

	Essential	Method of assessment
	<p>coupled with the ability to work in a self-directed manner.</p> <p>Experience of budgeting and basic financial reporting.</p> <p>Excellent presentation skills.</p> <p>Good knowledge of Google Analytics and Digital</p> <p>Marketing methods.</p>	
<b>Training and development</b>	Engages in own updating and training activities	Application form and interview
<b>Other</b>	<p>Ability to operate effectively in complex technical and market environments.</p> <p>Experience of working with a wide range of organisations including SMEs.</p>	Application form and Interview

	Desirable	Method of assessment
<b>Experience</b>	<p>Ability to operate effectively in complex technical and market environments.</p> <p>Experience of working with a wide range of organisations including SMEs.</p>	Application form, and interview



# How to apply

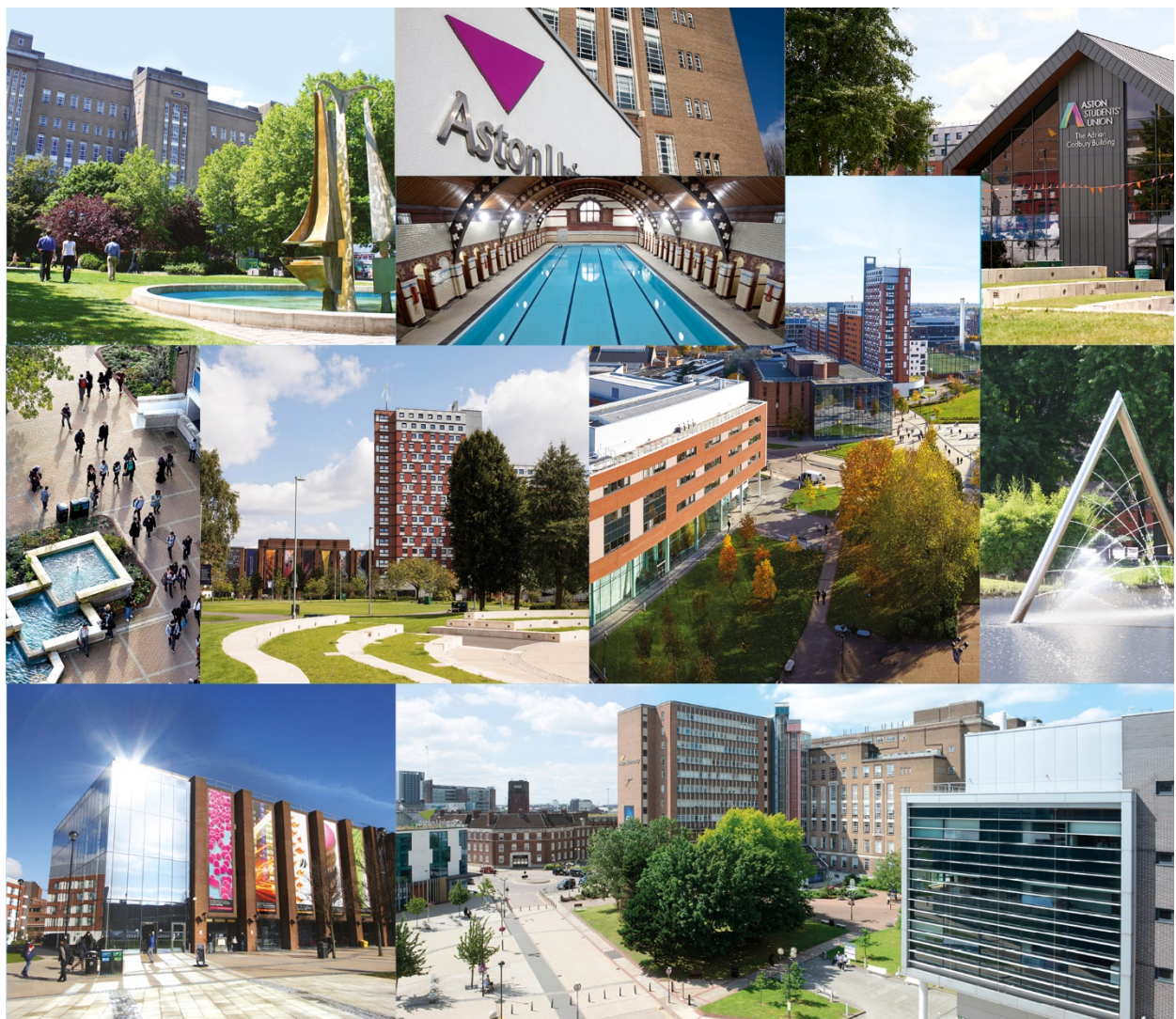
You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>.

Applications should be submitted by 23:59 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](mailto:jobs@aston.ac.uk).



# Contact information

## Enquiries about the vacancy:

Name: Mahmuda Khanom  
Job Title: Project Manager  
Email: [m.khanom@aston.ac.uk](mailto:m.khanom@aston.ac.uk).

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

Recruitment Team via [jobs@aston.ac.uk](mailto: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:

### Post-Brexit transition period / EU Settlement Scheme

The post-Brexit transition period ended on 31 December 2020. If you are an EU/EEA citizen and you were a resident in the UK before 31 December 2020, you and your family members (including non-EU citizens need to apply to the EU Settlement Scheme to continue to live, work and study in the UK beyond 30 June 2021. The deadline for applying to the EU settlement scheme is 30 June 2021. You can apply via the Government webpage <https://www.gov.uk/settled-status-eu-citizens-families>  
Irish Nationals do not need to apply for settlement as they retain the right to work in the UK.

### New immigration system for EU/EEA and Swiss Nationals who were not resident in the UK before 31 December 2020

A new immigration system has been introduced for people arriving in the UK from EEA countries with effect from 1 January 2021. In addition to those who have always required a visa, EU citizens moving to the UK to work will need to get a visa in advance. You can find more information on the following website. Candidates should check their eligibility to enter or remain in 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 requirements. If you do not meet the eligibility criteria, any application for a work visa would be unsuccessful.

If you require a visa to work in the UK the most common types of visa are:

### **Skilled Worker Visa**

<https://www.gov.uk/skilled-worker-visa>

### **Global Talent Visa**

If you are a leader or potential leader in one of the following fields you may be eligible to apply for a Global Talent Visa:

- Academia or Research
- Arts and Culture
- Digital Technology

Please click the following link for further information and to check your eligibility for this visa.

<https://www.gov.uk/global-talent>

**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:** Your personal data will be processed in compliance with the Data Protection Act 2018 and the General Data Protection Regulation ((EU) 2016/679) ("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/policies>

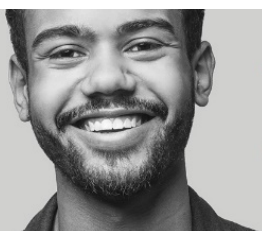
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gets real.**