



College Digital Content Officer (3 posts)

Reference: R210421

Salary: £27,116 to £32,344 per annum - Grade 7

Contract Type: Continuing

Basis: Full Time (36.5 hours per week)

Job description

Job Purpose:

Aston University is the Guardian University of the Year, and Times Higher Education's Entrepreneurial University of the Year; we are also ranked 2nd in the UK for improving social mobility and adding significant value to the employability of our graduates as pioneers of the placement year.

We offer largely business, science, health and technology focused programmes across foundation, undergraduate, postgraduate and degree apprenticeships. Our research strength encompasses four major research institutes and multiple specialist research centres, and our business engagement work reaches thousands of employers and employees each year.

The University's Marketing team is responsible for supporting the promotion of the University and its three Colleges to its core beneficiaries (Our Students, External Organisations, Birmingham & the West Midlands). The team is a key part of the overall 80-strong marketing, recruitment and communications department, tasked with successfully promoting the University - local, regionally, nationally and internationally.

We are now looking to recruit three Digital Content Officers, one each for: the College of Business and Social Sciences (BSS); the College of Engineering and Physical Sciences (EPS) and the College of Health and Life Sciences (HLS).

The role holders will be embedded in the College that they represent, reporting to the College Marketing Manager with a dotted reported line into the Head of Digital Marketing. They will work in partnership with the College to plan, deliver and evaluate campaigns through digital channels, with a key focus on student recruitment. They will use a wide range of digital skills to develop a variety of campaigns that engage and excite prospective students throughout the recruitment journey, from enquiry, through to application and conversion.

Working closely with their College Marketing Manager, key responsibilities will include:

- Website development and management
- Planning, delivering and evaluating digital marketing campaigns with colleagues across the Marketing department
- Co-ordinating College social media with activity across the University
- Working with colleagues to develop written content and digital assets (including video) for marketing and campaigns.

The role holder will also work on other activities to support College or University wide campaigns to current undergraduate and postgraduate students, as well as promoting the research activities of the College's research centres and institutes. The post holder will work collaboratively with the Press and Communications Manager for their College to develop written content and digital assets. They will also

be responsible for developing, managing and maintaining the College's sections and pages on the www.aston.ac.uk website, and managing their social media channels.

This is a wide-ranging role, and the successful candidate will require skills in a range of digital marketing disciplines as well as in developing content. They will work with colleagues across the Digital marketing team as well as the broader marketing team for discipline specific input.

This will ensure co-ordination and consistency in outputs across all three Colleges, supporting digital marketing aspects of the College's work. The role holder will be called upon to join University-wide matrix-based teams for both undergraduate and postgraduate marketing. They will work closely with colleagues across the team, including undergraduate and postgraduate marketing colleagues, Digital Marketing Officers for the other two Colleges, colleagues in digital marketing and the Press and Communications team.

Main duties and responsibilities

Planning

- ▶ **Digital plans** - work with the College Marketing Manager and Head of Digital to deliver digital marketing and communication plans for UG & PG marketing and student recruitment at College level.
- ▶ **Campaign development** - help deliver the creation of an in-house digital marketing lead generation capability for the University, driving cost efficiencies through data-driven decision making and campaign optimisation.

Campaign and Content Management

- ▶ **Web content** - Work with the College marketing team to ensure relevant sections of the website (such as College landing pages, Research and course pages) are kept accurate and up-to-date. Use data to review user journeys on these pages and adapt them to drive better on-page conversion rates.
- ▶ **Digital assets** - work closely with the College Marketing Manager to identify gaps, maintain and develop up-to-date digital assets (video and photography); liaising with the video and photography specialists in the team and external partners, to co-ordinate shoots and produce assets that positively reflect the College's activities.
- ▶ **Social media** - promote the College through proactive social media engagement, and work with the social media co-ordinator to synchronise activity with the University-wide accounts.
- ▶ **Press & Communications** - work with the College's designated Press and Communications Manager to identify, repurpose and publish engaging content on a variety of themes, ensuring the College's profile and reputation continue in accordance with Aston's brand and communication strategies.

- ▶ **CRM** – connect with the development of Aston’s CRM capability to ensure that all digital assets, delivery and measurement processes are adapted accordingly.

Content relationships

- ▶ **Internal** – work collaboratively with the key colleagues in the College including course directors, research colleagues, recruitment and outreach, as well as colleagues across the broader department to bring consistency to digital marketing and campaign activity and to share best practice.
- ▶ **External** - work with external partners, such as digital marketing agencies and photographers to ensure externally commissioned work is in line with University’s procurement policies and produced to a high standard and good value for money.

Reporting & Performance

- ▶ **Campaigns** – plan, measure and optimise lead generation activity through search engines, email marketing, display advertising and paid-social – to time and budget
- ▶ **SEO / Student journey** – monitor and report on the performance of digital content journeys using Google Analytics and digital tools to drive performance

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.

Other requirements:

This post is subject to a satisfactory DBS (Disclosure and Barring Service) check

Person specification

	Essential	Method of assessment
Education and qualifications	Graduate in Digital Marketing / Marketing, Media or Communications, or have acquired equivalent knowledge and experience relevant to the role	Application form
Experience	<p>Experience of working in a similar digital marketing role across multiple business cycles and markets.</p> <p>Experience of planning and using social media channels (including paid search and paid social advertising) to support campaigns and communicate with specific audiences</p> <p>Experience of delivering digital marketing plans digital campaigns, and using web analytic tools such as Google Analytics to measure return on investment</p> <p>Experience of using content management systems</p> <p>Experience of Search Engine Optimisation and optimising websites organically</p>	Application form and interview
Aptitude and skills	<p>Ability to write and critique engaging copy for a diverse range of stakeholders, purposes and audiences (including students, research, international and business)</p> <p>Ability to write for the web, including a sound working knowledge of writing for optimum user experience and SEO best practice</p>	Application form and interview

	Essential	Method of assessment
	<p>Strong content management system (CMS) skills and the ability to deliver training and guidance to others</p> <p>Proactive approach to seek out and identify stories to develop into content for web and social media.</p> <p>Ability to source and create digital content, including copy, video and photography.</p> <p>Sounds analytical skills with the ability to interpret data from campaigns and website performance.</p> <p>Good interpersonal skills, including the ability to handle a wide range of contacts tactfully and persuasively</p> <p>Proven ability to work under pressure and meet deadlines</p> <p>A good working knowledge of standard Microsoft packages (Word, Outlook, Excel and PowerPoint)</p> <p>Experience of marketing specific IT software, such as Photoshop, WordPress and/ or MailChimp</p>	
Other Requirements	<p>Ability to build relationships internally and with suppliers.</p> <p>Willingness and ability to work irregular hours when required.</p> <p>Able and willing to travel across the UK when required.</p> <p>Knowledge of, and interest in, the UK Higher Education sector</p>	Interview

	Essential	Method of assessment
	Ability to empathise with the goals and values of the University	

	Desirable	Method of assessment
Education and qualifications	Digital marketing accreditations or qualifications	Application form
Aptitude and Skills	Understanding of UK HE recruitment cycles, admissions and processes Experience of using Microsoft Dynamics, or similar CRM system	Application form and interview
Other Requirements	Knowledge of the latest digital marketing trends and innovations	Interview

Contact information

Enquiries about the vacancy:

Name: Katy Lewis

Job Title: Marketing Manager

Email: k.a.lewis@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:

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>

Aston University

Birmingham

B4 7ET, UK.

+44 (0)121 204 3000

aston.ac.uk



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gets real.**