



**IMPACT**

## Marketing Officer – Internal Only

**Reference:** R210505

**Salary:** £27,116 to £32,344, per annum. Grade 7, depending on experience

**Contract Type:** Continuing

**Basis:** Part Time (21.9 hours per week)

# Job description

## Job Purpose

To develop and implement the College of Health and Life Sciences marketing activities with a key focus on student recruitment, both undergraduate and postgraduate.

## Main Duties/Responsibilities

This role involves undertaking a range of activities to support the marketing and recruitment of students to the College of Health and Life Sciences. 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 and print marketing: the management of enquiry and prospective applicant data through the student journey; developing print and digital marketing materials; event planning; and implementing a range of marketing communications.

The role reports to the College of Health and Life Sciences Marketing Manager, and the role holder will be called upon to join University-wide matrix-based teams for both undergraduate and postgraduate marketing.

## Key Responsibilities

- ▶ Identification and implementation of activities to maintain and improve marketing and recruitment.
  - Work with Admissions and Recruitment colleagues to support student recruitment targets.
  - Coordination and implementation of relationship marketing materials (such as emails, webinars, and webchats, to support recruitment.)
  - To help maintain the recruitment web pages alongside the digital team and monitor their effectiveness.
  - Development of printed materials, such as leaflets and brochures as well as input into prospectus and student guides.
- ▶ The planning of, and attendance at, recruitment and other events to promote the College and the University.
  - Attendance at student recruitment activities (e.g. fairs, online webinars, agent visits and alumni activities) relevant across all health and life sciences 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 events including online and face-to-face, agent visits, academic workshop and so forth.
  - Work with the College of Health and Life Sciences Admissions team to develop a range of conversion and 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 and execution of a student journey plan, to ensure delivery of relevant and timely communications at each stage of the student recruitment journey
  - Development of marketing messages and campaigns that draw on market insight, to ensure key messages resonate with prospects throughout the decision-making processes.
  - Work with colleagues in Market Research to understand 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 systems to monitor student journeys from application to enrolment.

### **Other**

- ▶ Responsibility for planning and allocating budget for specific campaigns
- ▶ Management of relevant expenditure, including raising purchase requisitions.

### **Team working**

- ▶ Work 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>	Degree (or equivalent) in English, Marketing, Media and Communications or related subject or have acquired equivalent knowledge and experience relevant to the role.	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 developing and implementing a plan to deliver timely and relevant communications at each stage of the student decision making process (or other consumer purchasing process).</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 as well as organising events.</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>	Excellent copywriting and proof-reading skills,	Application form and interview.

	Essential	Method of assessment
	<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, negotiation, and stakeholder management.</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>Willingness to work in cross university matrix-based teams.</p> <p>Willingness to occasionally work unsociable hours.</p>	

	Desirable	Method of assessment
<b>Education and qualifications</b>	Postgraduate or professional marketing qualification.	Application form.
<b>Experience</b>	<p>Knowledge, experience, and a track record of 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>	Interview and presentation.

	Desirable	Method of assessment
	<p>Understanding of UK HE recruitment cycles, admissions, and processes.</p> <p>Basic HTML Knowledge.</p> <p>Experience of Photoshop and video editing.</p>	
<b>Aptitude and Skills</b>	Knowledge of the latest digital marketing trends and innovations.	Application form and Interview.



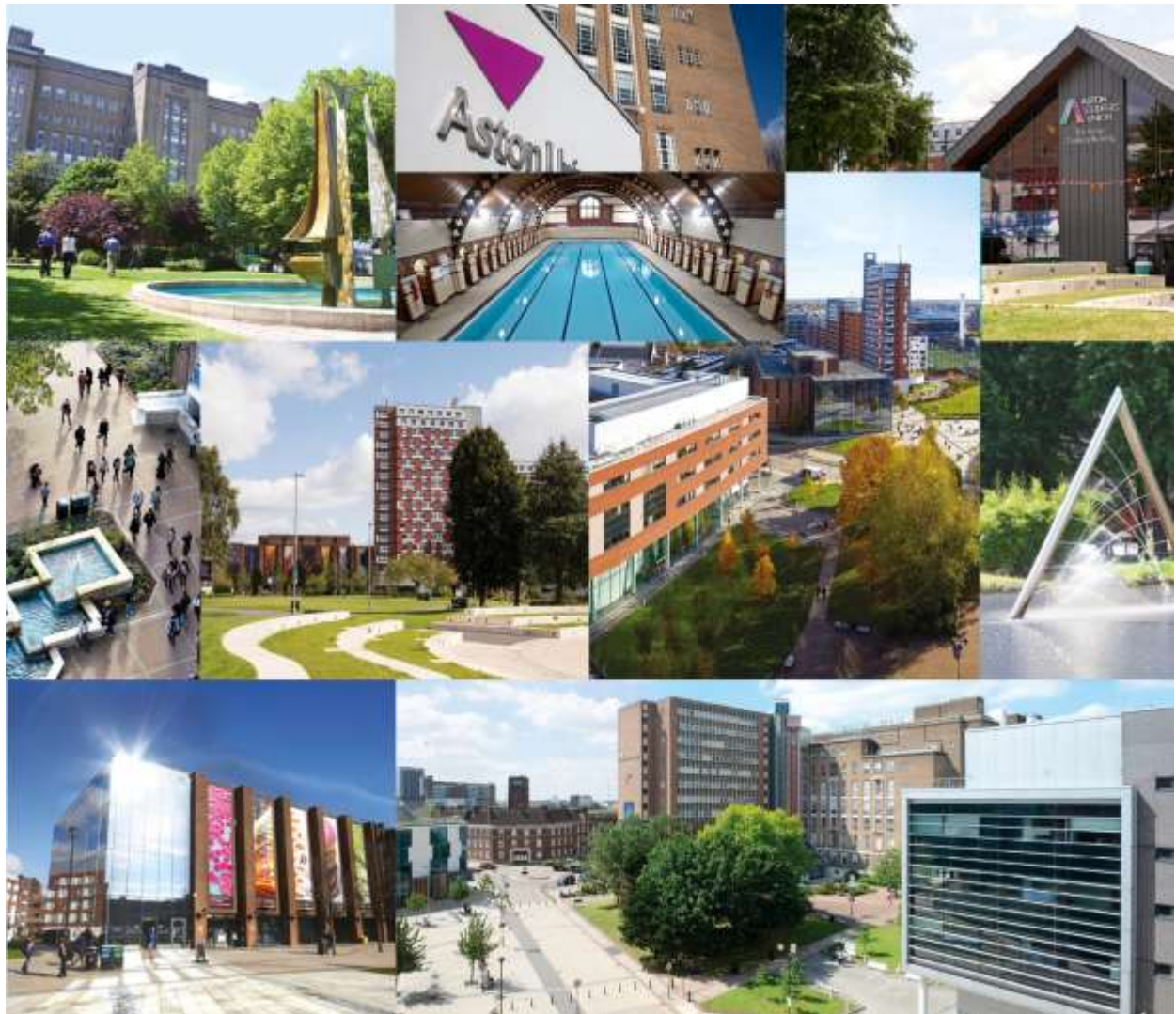
## How to apply

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 pm 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: Lynne Cheshire

Job Title: Marketing Manager, College of Health and Life Sciences

Email: [l.cheshire@aston.ac.uk](mailto:l.cheshire@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:

### New immigration system from 1 January 2021

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 who were not resident in the UK before 31 December 2021 will need to get a visa in advance.

You can find more information [here](#)

Candidates should check their eligibility to enter or remain in the UK in advance of making any job application via the [UKVI website](#). 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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