



POTENTIAL

Marketing Campaign Officer

Reference: R220674

Grade: 7

Salary: £27,929 to £33,314, per annum, depending on experience

Contract Type: Fixed Term – 24 months

Basis: Full Time

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 a Marketing Officer (Research and Business Engagement).

The role holder will be embedded in the Research and Knowledge Exchange (RKE) department, reporting to the Marketing Manager (Research and Business Engagement). They will work in partnership with RKE to plan, deliver and evaluate campaigns to business and research audiences. They will use a wide range of marketing skills to develop a variety of campaigns that engage and excite research and business audiences by promoting the activities of our research institutes and centres, our engagement with businesses and our Knowledge Transfer Partnerships (KTPs).

In delivering these activities, the post holder will deploy all elements of the marketing mix, including the development of campaigns, print and production, web page management, social media, internal communications and organising events.

Key stakeholders that the post holder will work with include colleagues within RKE and the central Marketing department (e.g. Events, Press and PR and Degree Apprenticeship marketing colleagues). In addition, they will work with academics, and other colleagues and teams including Aston Centre for Growth (SMEs), BSEEN, and Careers and Placements, to showcase case studies, events, data and statistics that will raise Aston University's profile and reputation for Business and Research

Working closely with the Marketing Manager (Research and Business Engagement), key responsibilities will include:

- ▶ Development of marketing campaigns to promote core activities, such as the University's REF performance and KTP activities
- ▶ Production of written content and digital assets (including video) for marketing and campaigns
- ▶ Development of research and KTP case studies
- ▶ Social media management for the Research and Business accounts
- ▶ Production of newsletters for internal audiences (Aston Connects) and business-focused external audiences (Aston means business)

- ▶ Support the Marketing Manager (Research and Business Engagement) in the planning, delivery and evaluation of a range of high-quality events and exhibitions

The role holder will also work on other activities to support the wider marketing team. They will work collaboratively with the Press and Communications Managers and College Marketing teams for the University's three Colleges.

The role holder will be responsible for developing, managing and maintaining the Research and Business Engagement sections and pages on the www.aston.ac.uk website. They will ensure that all marketing collateral and communications adhere to the University brand, tone of voice and image guidelines. They will also evaluate the return on investment of marketing activities, campaigns and events

Main duties and responsibilities

Planning

- ▶ **Marketing planning** - work with the Marketing Manager (Research and Business Engagement) to deliver digital marketing and communication plans aimed at employers, research audiences and influencers in the region.
- ▶ **Campaign development** – develop and deliver targeted campaigns to promote the University's research and business activities, including REF performance and KTP activities.
- ▶ **Campaign and Content Management**
- ▶ **Web content** - Work with stakeholders in RKE to ensure relevant sections of the website are kept accurate and up to date. Use data to review user journeys on these pages and adapt them to drive better on-page engagement.
- ▶ **Social media** - promote Research and Business Engagement through proactive social media engagement, and work with the social media co-ordinator to synchronise activity with the University-wide accounts.
- ▶ **Events** – work with stakeholders in RKE to ensure that the ROI is obtained by creating an integrated event campaign.
- ▶ **CRM** – support with the development of content and user journeys for Aston University's CRM business engagement and research capability.
- ▶ **Press & Communications** - work with the Press and Communications team to showcase research and business engagement content to a range of audiences, (including for student recruitment), promoting the University's profile and reputation in accordance with Aston's brand and communication strategies.

Content development

- ▶ **Case studies** – work with the RKE marketing officer to repropose written and video case study content into campaign assets.
- ▶ **Multimedia content** – work with the RKE marketing officer to repropose written and video case study content into campaign assets.
- ▶ **Newsletters** – produce internal and external newsletters to provide regular updates on activities internally and externally.

► **Stakeholder relationships**

- **Internal** – work collaboratively with the key colleagues in RKE and the Colleges to share RKE's stories in a planned and co-ordinated way to key audiences.
- **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 audience engagement activity with campaigns.
- **SEO / audience engagement** – 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 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 marketing role</p> <p>Experience of delivering marketing plans and campaigns to business audiences</p> <p>Experience of producing print marketing materials such as posters and brochures to deadline and within budget</p> <p>Experience of planning and running events</p> <p>Experience of using content management systems</p> <p>Experience of developing and delivering social media plans</p>	Application form and interview
Aptitude and skills	<p>Ability to write engaging copy for a diverse range of stakeholders, purposes and audiences (such as research and business)</p> <p>Ability to tailor communications for a range of audiences, especially to articulate complex information for a more generalist audience</p> <p>Ability to source and create digital content, including copy, video and photography.</p> <p>Ability to write for the web, including a sound working knowledge of writing for optimum user experience</p> <p>Good interpersonal skills, including the ability to handle a wide range of contacts tactfully and persuasively</p>	Application form and interview

	Essential	Method of assessment
	<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> <p>Ability to empathise with the goals and values of the University</p>	Interview

	Desirable	Method of assessment
Education and qualifications	A professional marketing qualification	Application form
Experience	<p>Experience of delivering using web analytic tools such as Google Analytics to measure return on investment</p> <p>Experience of working in a B2B marketing role</p>	Application form and interview

	Desirable	Method of assessment
Aptitude and skill	<p>Understanding of Research and Business engagement activities within a University environment</p> <p>Experience of using Microsoft Dynamics, or similar CRM system</p>	Application and Interview

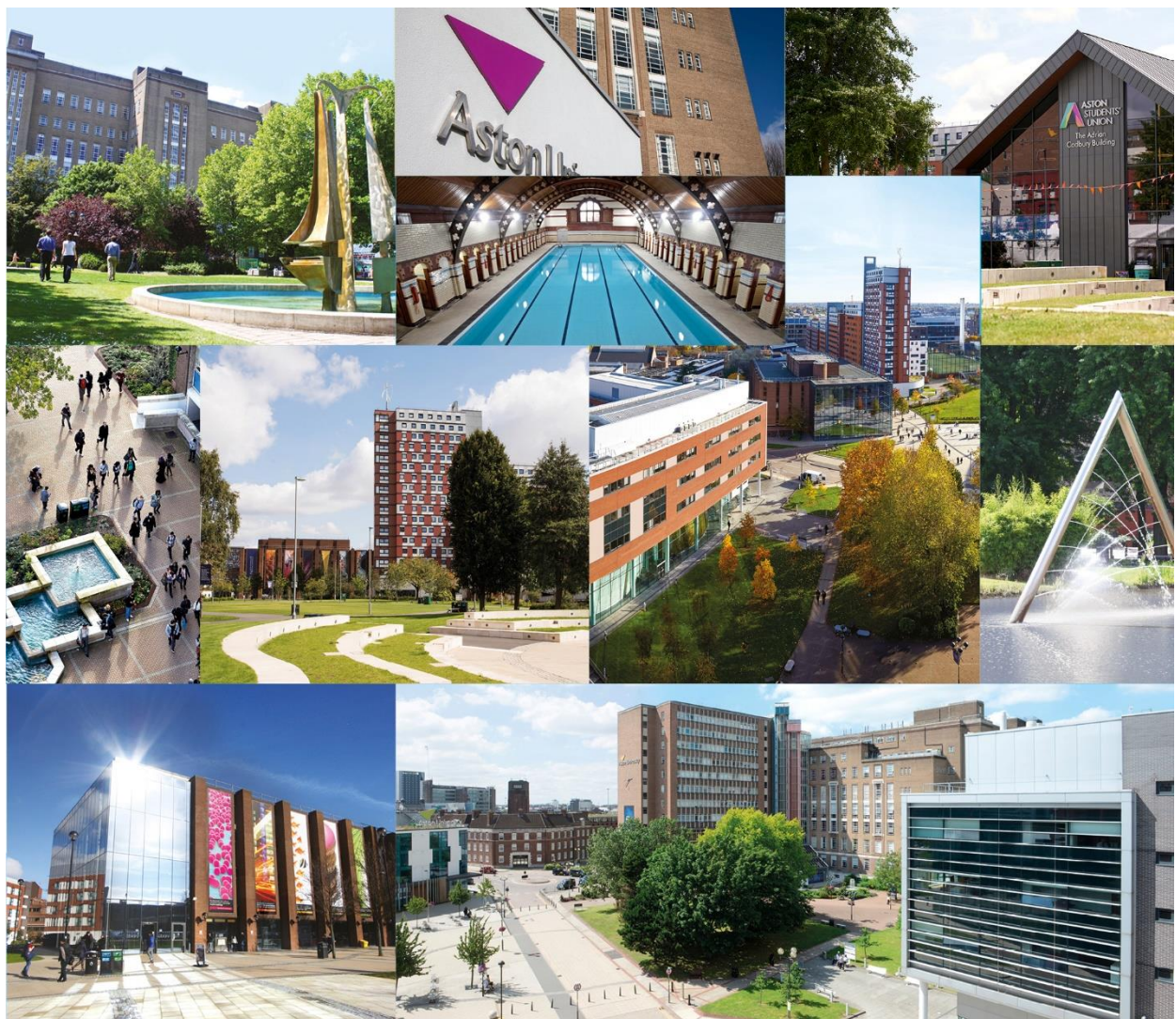
How to apply

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 BST 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: Charlotte Manning

Job Title: Marketing Manager

Email: c.manning1@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>

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aston.ac.uk



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gets real.**