



**POTENTIAL**

## Content Marketing & Engagement Officer

**Reference:** R220737

**Grade:** 8

**Salary:** £35333 to £42155, per annum, depending on experience

**Contract Type:** Fixed Term (36 months)

**Basis:** Part Time

# Job description

## Job Purpose:

The Centre for Research in Ethnic Minority Entrepreneurship (CREME) has built up an enviable reputation regionally, nationally, and internationally for its pioneering research and business engagement activities, promoting diversity and enterprise. CREME delivers leading-edge expertise on business support for ethnic minority entrepreneurs.

This role will support CREME's implementation of the landmark Time to Change – Advancing the Growth Potential of Ethnic Minority Businesses (EMBs) report and provide supplementary support across other research projects at the Centre.

We're looking for an individual who can provide effective marketing and admin support, which will require establishing strong relationships with stakeholders, gathering, and documenting progress to be shared across all communications platforms.

In addition, the candidate will support the Centre Manager with CREME's diverse activities, particularly helping to organise and manage flagship conferences and bespoke events for national and international audiences.

## Main duties and responsibilities

- Providing marketing and administrative support for the implementation of the Time to Change report by gathering and documenting evidence of implementation from stakeholders.
- Engaging with stakeholders (public bodies, policymakers, and corporate organisations) to promote the Time to Change report regionally and nationally and coordinating follow up activities.
- Gathering data on impact across all CREME projects.
- Working with the CREME team and stakeholders to capture and create interactive content for social media platforms (primarily LinkedIn and Twitter to disseminate research and CREME initiatives).
- Contribute to the Centre's overall social media and comms strategy, including coordinating regular blogs with practitioner partners and contributing to bi-monthly newsletters.
- Support managing the Centre's social media platforms.
- Develop a web presence for the Time to Change Report and other CREME initiatives on the University website and manage the page/s.
- Writing internal and external communications, proof reading and editing content as and when required.
- Attending and representing CREME at regional and national events/conferences.
- General admin support for the project and Centre, including meeting minutes and organising, scheduling meetings, and liaising with venues.
- Supporting the Centre Manager on organising and delivering high profile conferences and workshops.

## **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>	An undergraduate degree in a relevant subject (or equivalent)	Application form
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of producing high quality marketing content and communications</li> <li>• Experience of managing social media platforms</li> <li>• Experience of relationship and stakeholder management</li> <li>• Experience of organizing and managing events (hybrid and in person events)</li> <li>• Experience of general administrative duties</li> </ul>	Application form and interview
<b>Aptitude and skills</b>	<ul style="list-style-type: none"> <li>• Social media savvy, in particular Twitter and LinkedIn and using scheduling tools</li> <li>• Ability to interpret social media analytics</li> <li>• Ability to digest and analyse depths of information and present in easy to see/read format</li> <li>• Strong written communications skills</li> <li>• Strong organisational skills</li> <li>• Proficient use of Microsoft Office</li> </ul>	Application form and interview

	Desirable	Method of assessment
<b>Education and qualifications</b>	Marketing qualifications	Application form
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of interpreting and disseminating research reports</li> <li>• Experience of creating video content</li> </ul>	Application form and interview

	Desirable	Method of assessment
	<ul style="list-style-type: none"> <li>Gathering data and measuring project success</li> </ul>	

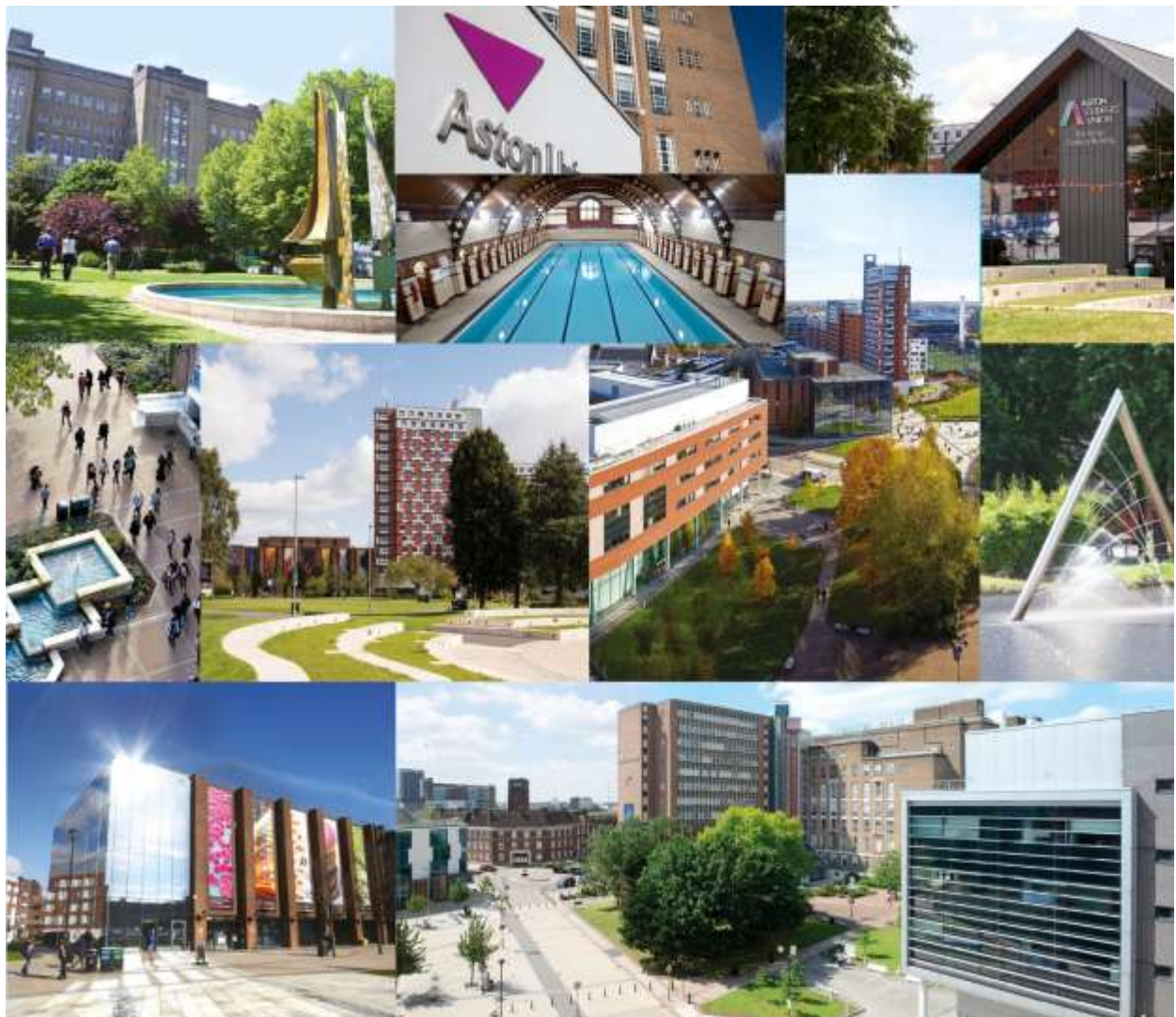
# How to apply

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: Gurdeep Chima  
Job Title: Centre Manager  
Email: [g.chima3@aston.ac.uk](mailto:g.chima3@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.**