



Communications and Content Manager (Internal Only)

Reference: 0191-23

Grade: 8

Salary: £36,333 to £43,155, per annum, depending on experience

Contract Type: Continuing

Basis: Full Time

Job description

Job Purpose

Our vision is to create an engaged alumni community who know that Aston is committed to their personal and professional development throughout their lives. In turn, they will be actively contributing to their alumni community, the University and our beneficiaries to achieve clearly defined outcomes. The Alumni Relations & Development (ARD) team leads the delivery of this vision and champions the interests and potential of alumni and supporters within the University.

The Communications & Content Manager will lead the Communications team to deliver a high-quality programme of alumni communications – print, digital and social - which adds value to our graduates. The post-holder will also be responsible for the *Aston for Life* platform which will offer all Aston graduates the opportunity to access personalised professional and personal development, with innovative Aston content, global alumni networks and exclusive events. The Communications & Content Manager will take the Aston for Life platform forward from launch: building volunteer-led communities, sourcing and producing high-quality content from leading academics and alumni and driving engagement with the platform.

Main duties and responsibilities

- ▶ Manage the Alumni Communications Officer and Digital Communications Officer to deliver a comprehensive, innovative and exciting programme of communications, including the alumni magazine, e-comms, social channels and *Aston for Life* platform.
- ▶ Take responsibility for the *Aston for Life* platform from launch, driving registrations and repeat visits and ensuring all members of the Aston University community are aware of the opportunities offered.
- ▶ In conjunction with the Director of Alumni Relations and Development, develop and own a suite of KPIs to evaluate the success and value-add of the communications programme and platform.
- ▶ Develop a strategic approach to content planning across the four areas (magazine, e-comms, social and platform) to create a consistent experience with a “golden thread” of personal and professional development.
- ▶ Manage the annual budgets for Alumni Communications and the *Aston for Life* platform.
- ▶ Manage the relationship with suppliers to ensure service levels are met and value for money is delivered. Work with suppliers to explore future innovations and improvements.
- ▶ Represent ARD/the alumni community with relevant teams, projects and working groups across the University e.g., Marketing, Press and PR, QS Rankings.
- ▶ Drive the development of industry networks and alumni communities on the platform, recruiting and managing relationships with alumni volunteer co-ordinators and providing training, support and guidance to enable effective community management.
- ▶ Develop processes to continuously evaluate the offer and quality, using insight from usage analytics, alumni feedback through ratings, surveys, focus groups and interviews. Use this understanding to map content gaps or quality issues and inform future content and communications accordingly.
- ▶ Work across the university and alumni community to find content creators to deliver high-quality, insightful content with an ‘Aston angle’. Work with videographers and technical teams to deliver flagship content and maintain style guidelines and assets to support contributors to produce their own content.

- ▶ Project manage the annual alumni magazine, including call for content, content production (in-house and working with external agencies), design, production, and mailing.
- ▶ Proactively seek and manage opportunities for income generation through the platform by promoting formal online study and micro-credentials. This role will represent Alumni Relations and Development in Aston's product development in this area, including sharing insight from usage of the platform, targeted promotions, and creation of seamless journeys to paid-for content.
- ▶ Work with the Alumni Relations and Development and Careers & Placements team to embed interaction with the Aston for Life platform in communications and events. Plan a significant presence within Graduations and the student-to-alumni transition.
- ▶ Ensure activity through the platform complies with appropriate data protection and relevant legislation and guidance e.g., PREVENT. Review guidelines and agreements to ensure they remain robust and in line with the university's guidance on free speech and duty of care.
- ▶ Champion good data practices and continuously seek opportunities to improve the quality of the alumni data we hold.
- ▶ Identify, develop and deliver future additions to the communications programme and platform e.g., job boards and mentoring, a 'student view', opportunities presented by AI.

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
Education and qualifications	Degree or substantial relevant experience	Application form
Experience	<p>Significant experience of communications and content planning and development.</p> <p>Demonstrable experience managing online communities, platforms or online training and development programmes.</p> <p>Experience as a manager, project manager or leadership role in similar engagement projects or teams.</p> <p>Engaging and consulting stakeholders, seeking and acting on feedback and championing their interests within the project.</p> <p>Engaging and motivating stakeholders, including senior individuals.</p> <p>Experience using data and analytics to direct and drive future development.</p>	Application form and interview
Aptitude and skills	<p>The ability to communicate appropriately with a range of people, including students and recent graduates, senior alumni, academic staff and Professional Services colleagues.</p> <p>Excellent written communication skills. Highly motivated, confident, resilient, and possessing a positive attitude. Ability to work independently and meet set deadlines.</p> <p>A positive attitude with a flexible approach to working with others.</p>	Application form and interview

	Essential	Method of assessment
	<p>Critical thinking and problem solving, with the ability to objectively analyse and evaluate situations to identify solutions.</p> <p>High level of attention to detail and accuracy.</p> <p>Excellent administrative, organisation and time management skills.</p>	

	Desirable	Method of assessment
Experience	<p>Experience leading and managing a team.</p> <p>Experience of developing formal or informal online learning content.</p> <p>Experience of supplier relationship management.</p> <p>Budget management experience.</p> <p>Expertise in production of video and podcast content.</p> <p>Experience of the Higher Education Sector.</p> <p>Experience of projects with a core IT / technology component.</p> <p>Experience in one or more of Alumni Relations, Engagement, Communications, Marketing, Volunteer Management or Fundraising.</p>	Application form
Experience	<p>Passion for data and an understanding of the principles of good data management.</p> <p>Interested in new technologies and excited for the opportunities presented for alumni engagement.</p>	Application form and interview

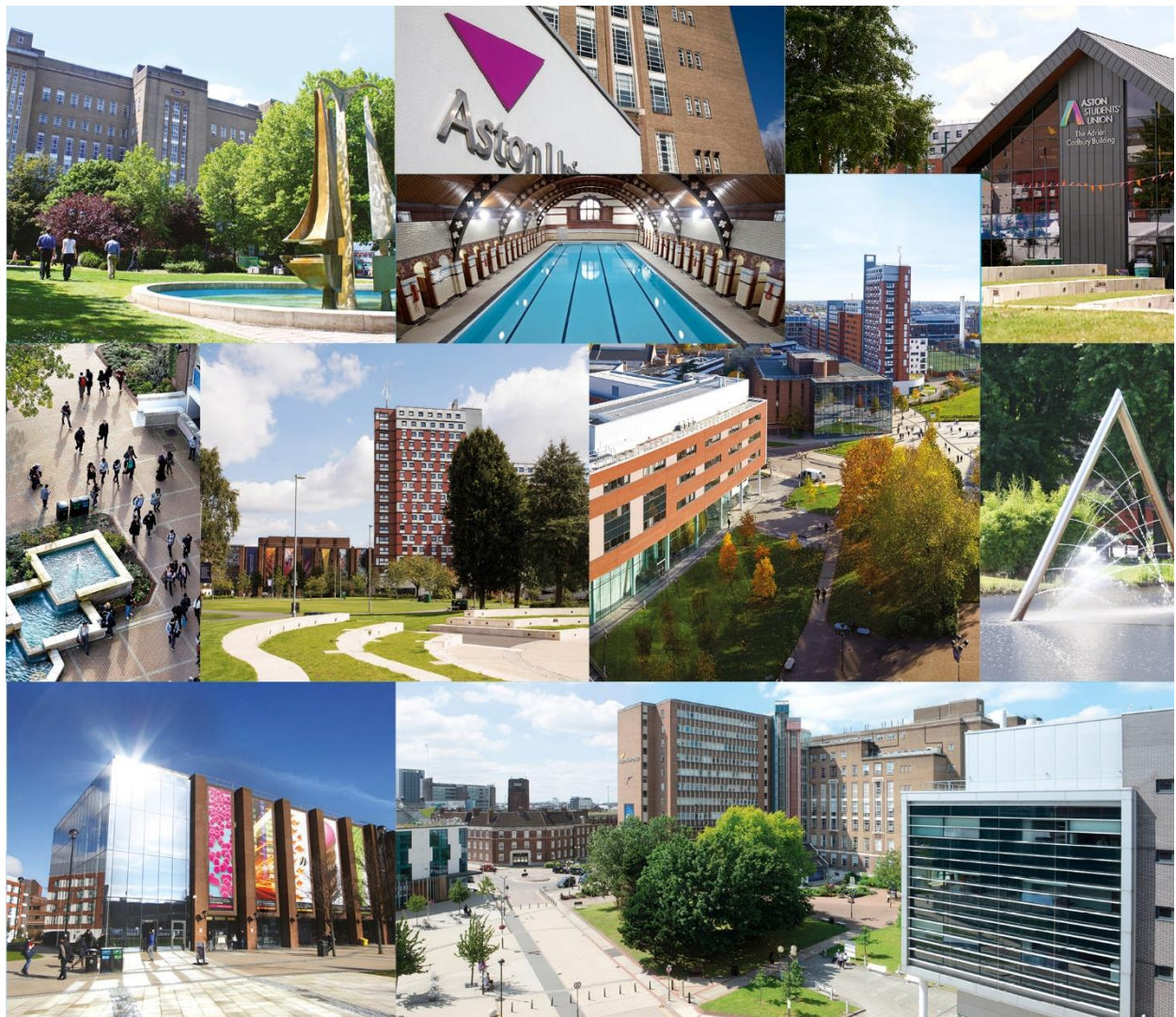
How to apply

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.



Contact information

Enquiries about the vacancy:

Name: Kerrie Holland

Job Title: Executive Director- Alumni Relations and Development.

Email: k.holland@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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