



OPPORTUNITY

Marketing Co-Ordinator

Reference: 0201-23

Grade: 6

Salary: £25,285 to £27,396, per annum, depending on experience

Contract Type: Fixed Term (24 months)

Basis: Part Time (3 days per week)

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.

Reporting to the Centre Manager the successful candidate will support the Centre's various marketing activities through; assisting with social media management, coordinating online social campaigns to promote our research projects and publications. As well as contributing to digital content creation, writing engaging copy and communications, and assisting the Centre Manager in the organising, and managing of Centre events (online, in person or hybrid events). The role holder will also be in close communication with CREME's practitioner partners and stakeholders playing a vital role in disseminating partner updates, success stories and promoting our numerous collaborations and partnerships through various forms of media and marketing channels.

Main duties and responsibilities

Social Media responsibilities:

- ▶ To produce content on CREME's social media platforms to assist the continuous growth of the Centre's online presence through Twitter and LinkedIn
- ▶ Develop social media campaigns to promote Centre activities, the team, research projects and events through liaising with internal and external colleagues
- ▶ Work with practitioner partners and stakeholders to create engaging social media campaigns on joint projects or events
- ▶ Creating and coordinating content plans, scheduling social media posts and social media reporting for the Centre
- ▶ Creating engaging digital content using graphics, flyers, gifs, or videos for social media purposes and understanding of adhering to brand guidelines shared by external funders/partners

Event responsibilities:

- ▶ Assisting the Centre Manager in the organising of events, liaising with external venues, obtaining quotes, and coordinating booking contracts
- ▶ Creating all event communications and materials including a registration link, promotional material (graphics, flyers, or promo videos), social media toolkits and mailshots, creating and sending of joining instructions to registered participants
- ▶ Supporting the Centre Manager to organise events (which can take the form of in person, online or hybrid), liaising with an array of speakers, ensuring event sessions are running to schedule and delivering live social media campaigns during events
- ▶ Follow up with attendees post event to gain feedback

Writing and Communication responsibilities:

- ▶ Contributing to writing content for the Centre's bi-monthly newsletter
- ▶ Assisting the Centre Manager in writing promotional content to be shared with external agencies and partners to promote CREME activities through their marketing platforms
- ▶ Writing and sharing of CREME updates to be disseminated through internal marketing channels
- ▶ Writing and creation of social media posts for different platforms
- ▶ Contributing to the Centre's blogs and formatting of blogs for release across our webpages and social media
- ▶ Email campaigns for event promotion
- ▶ Liaising with the digital team to update the Centre's webpages as and when required

General Responsibilities:

- ▶ Support the Centre Manager to develop and implement the Centre's marketing strategy and actively contribute to the Centre's mission of 'making diversity and enterprise everyone's business'
- ▶ Attend external events on behalf of the Centre acting as an ambassador for CREME
- ▶ Liaising with internal and external designers for artwork
- ▶ General admin support for the Centre, assisting the Centre Manager in coordinating and scheduling research project meetings and undertaking meeting minute duties (ad hoc basis)
- ▶ Helping to manage the Centre's shared inbox and calendar daily
- ▶ Updating and sharing of the Centre's events calendar across the team

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	Bachelor's degree or relevant experience.	Application form
Experience	<p>Experience of social media management, in particular LinkedIn and Twitter.</p> <p>Experience of writing communications for external and internal marketing channels and platforms.</p> <p>Experience of organising and managing events.</p> <p>Experience of creating digital content for social media.</p> <p>Experience of managing stakeholder and partner relationships.</p> <p>Experience of working in higher education, preferably a research centre.</p>	Application form and interview
Aptitude and skills	<p>Ability to create visually appealing and engaging digital content for social media.</p> <p>Ability to write and schedule social media posts.</p> <p>Ability to effectively plan and deliver social media campaigns.</p> <p>Ability to use tools such as Canva and Hootsuite to aid the creation and scheduling of marketing materials.</p> <p>Proactive approach in communicating with practitioner partners and stakeholders.</p>	Application form and interview

	Essential	Method of assessment
	<p>Excellent organisational skills, able to effectively manage and prioritise work tasks.</p> <p>Strong understanding of how to communicate to different audiences Ability to build relationships with new connections, funders, and stakeholders for the Centre.</p>	

How to apply

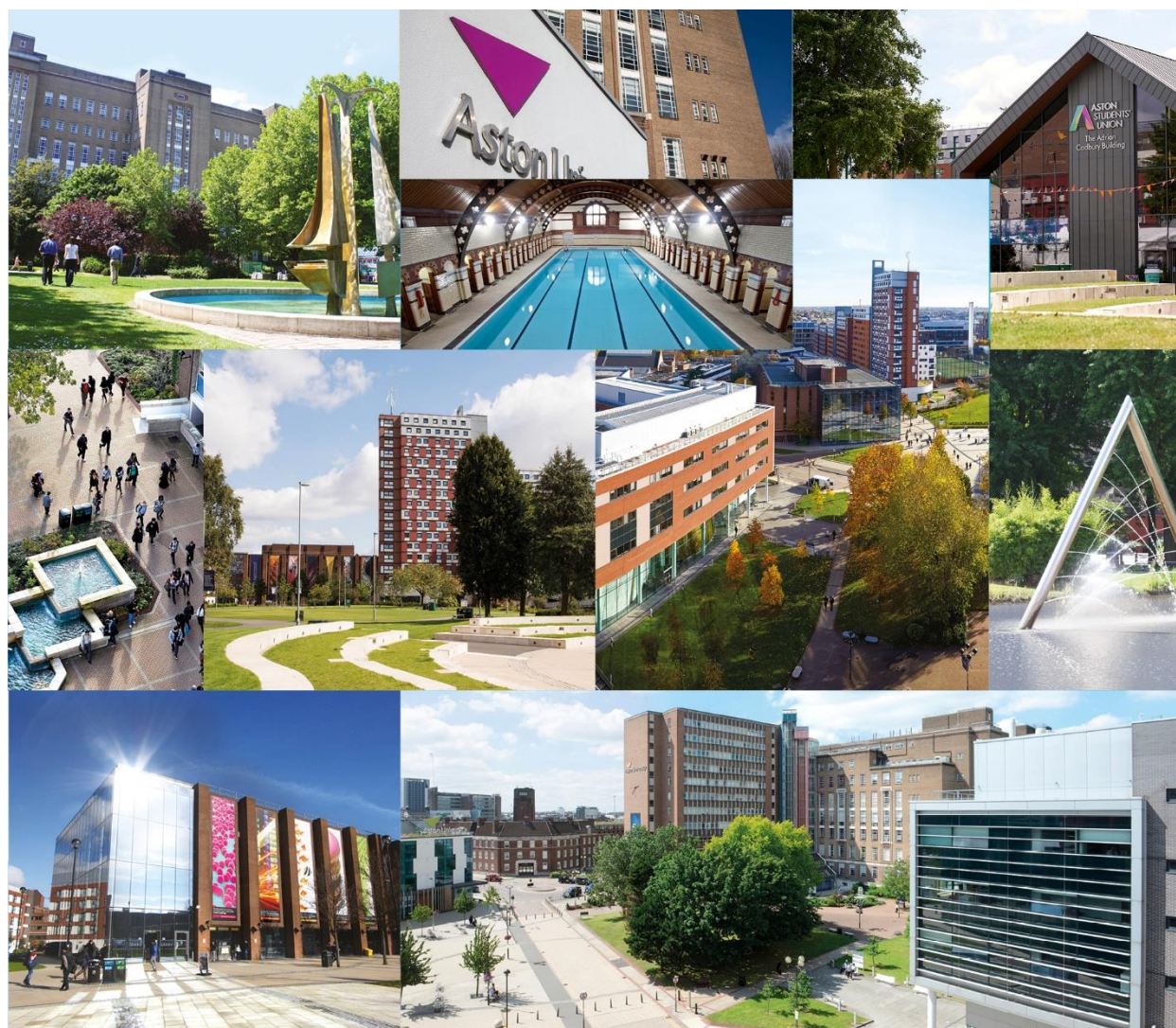
You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>.

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: Gurdeep Chima
Job Title: Centre Manager
Email: g.chima3@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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gets real.**