



OPPORTUNITY

Head of Digital Marketing (Internal Only)

Reference: 0207-23
Grade: 9
Salary: £44,414 to £52,841 per annum, depending on experience
Contract Type: Permanent
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.

The Head of Digital Marketing will be fully supported by an in-house digital marketing team. This team will build upon the recently completed website migration to create an advanced Drupal-based website as the digital platform for our B2C and B2B audiences. This role is for a true all-rounder with digital marketing capabilities and experiences shaped in competitive markets, where defining the user journey (CX/IA) and content excellence are key to building brand attraction and conversion performance.

The ideal candidate will combine deep experiences in digital marketing campaigns, content management / performance, project management, social media strategy, with creative collaboration across the marketing, recruitment and communications departments. Above all, you will be comfortable in leveraging our digital channels to provide high quality information, advice and guidance which contributes to achieving our performance targets. The post holder will be especially focused on digital marketing to support the recruitment of students, but digital marketing to other beneficiaries including business and research will also be required. The post holder will lead on the following:

- ▶ **Strategy** – collaborating with senior leads in marketing, recruitment and communications, across home and international markets
- ▶ **Content Lead** – set the digital, creative and technical standards for our content and performance across our digital channels
- ▶ **Digital Leadership** – be a confident team leader / builder, leading by example to provide technical and business vision to leverage our channels
- ▶ **Project Management** – expertise in large scale projects, delivering on-time and with excellence
- ▶ **Campaign Performance** – be expert at connecting web content and brand experience in driving digital performance through campaigns
- ▶ **Insight and Analysis** – use industry standard measures for analysis to shape strategic and tactical plans for marketing and recruitment
- ▶ **Collaborative** - balancing a central digital marketing team with a matrix of college-based digital marketing officers / managers

Main duties and responsibilities

Digital Marketing Strategy

- ▶ Develop an integrated digital marketing strategy which aligns with / drives our key performance targets in home and international markets
- ▶ Feed into the overall marketing and recruitment strategies of the hub and spoke model, being a confident project manager and agile digital planner
- ▶ Collaborate closely with key internal stakeholder groups including Executive team, College / School SMTs, Research Centres and Professional Service departments, ensuring implementation of digital marketing strategy across core channels.

Content Development & Management

- ▶ Collaborate with colleagues across Marketing and the University to ensure key information is scheduled and ready for each recruitment cycle, staff and student communications and channels
- ▶ Balance content creation with technical development / APIs to drive smart content utilisation for deep brand experience at subject levels
- ▶ Build in-house capacity and capability and setting standards in technical development, video production and agile content sharing
- ▶ Deep experience of strategic planning and implementation of social media content development and resulting growth

Digital Leadership

- ▶ Be a hands-on subject / technical expert in the primary digital marketing and analytical tools including Drupal CMS, MS Dynamics, Google Analytics, Power-BI, social media platforms/analytics
- ▶ Lead on the development of platforms such as the externally-facing website, and the intranet
- ▶ Smart team leader willing to build, develop and lead the university's digital marketing team – balancing resources to create a high-performing / agile team
- ▶ Digital marketing native, able and willing to collaborate with all department colleagues, and to contribute to the University's strategic digital investment and key projects
- ▶ Deep experience of project management/leadership and complex change with a digital environment

Digital Marketing Campaigns

- ▶ Build in-house expertise for creative development, campaign effectiveness and analytics, using natural search and SEO / Social media to drive performance and ROI
- ▶ Collaborate and offer expert advice on campaign development and implementation with marketing and recruitment leads, leveraging significant digital campaign budgets for home and international markets

Digital Marketing Performance

- ▶ Expert at connecting web content and brand experience in driving digital performance across all owned / earned / paid channels (web, social media, 3rd party, PPC)
- ▶ Deep experience of aligning CRM to CX / user journey and expert at UX/IA development for business and consumer markets, balancing usability & accessibility with conversion
- ▶ Confidence in using analytical and sentiment tools to drive enhancements in student, research and B2B journeys

Digital Compliance and Governance

- ▶ Ensuring our websites and digital channels (social media) are consistent with W3C and accessibility standards, taking proactive lead in developing and managing our approach
- ▶ Ensuring content is compliant with CMA, GDPR, OfS and other relevant legislation
- ▶ Develop relevant policies and procedures for content and platform management, creation and stewardship to protect the department and University reputation

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.
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Person specification

	Essential	Method of assessment
Education and qualifications	Graduate in Digital Marketing / related disciplines; further qualifications in studies relating to leadership / management are welcomed	Application form
Experience	<p>Significant experience building and leading digital marketing teams, responsible for teams, campaigns and budgets across multiple business cycles</p> <p>Agile digital content planning for complex markets / matrix and business cycles; contribute to broader strategic digital investment and projects</p> <p>Hands-on subject / technical expert in the primary digital marketing and analytical tools (Drupal CMS, MS Dynamics, Google Analytics, Social media data)</p> <p>Significant experience of connecting web content and deep brand experience to drive digital performance across all owned / earned / paid channels, and experience of supporting organisations with customer acquisition, conversion and on-boarding</p> <p>Aligning CRM to CX / user journey and expert at UX/IA development (B2C / B2B) balancing technical development, usability & accessibility with conversion</p> <p>Digital compliance and governance expert (W3C, CMA / GDPR / GDS) - content management, creation and stewardship</p> <p>Significant project management and process management experience within a digital environment</p> <p>Significant experience in management and development of social media channels, content and growth – especially growing channels such as TikTok</p>	Application form and interview

	Essential	Method of assessment
Aptitude and skills	<p>Accuracy and an attention to detail.</p> <p>Excellent written English language skills with strong proof reading and editing skills.</p> <p>Professional digital skills and knowledge; creating, editing and deploying content for multiple channels – web, blog, podcast, video, social media etc</p> <p>Excellent organisation, project management and planning skills, with the ability to prioritise workload managing competing demands</p> <p>Strong interpersonal skills, including the ability to handle a wide range of contacts tactfully and persuasively</p> <p>Ability to handle a number of tasks simultaneously, and work well under pressure</p> <p>Ability to empathise with the goals and values of the University and our Colleges. Demonstrate positive leadership and management qualities</p>	<p>Application form and interview</p> <p>Interview</p>

	Desirable	Method of assessment
Aptitude and skills	Knowledge / interest in the UK Higher Education Sector.	Interview
Education and qualifications	Project management qualification / social media qualification / related digital marketing qualification	Application form

How to apply

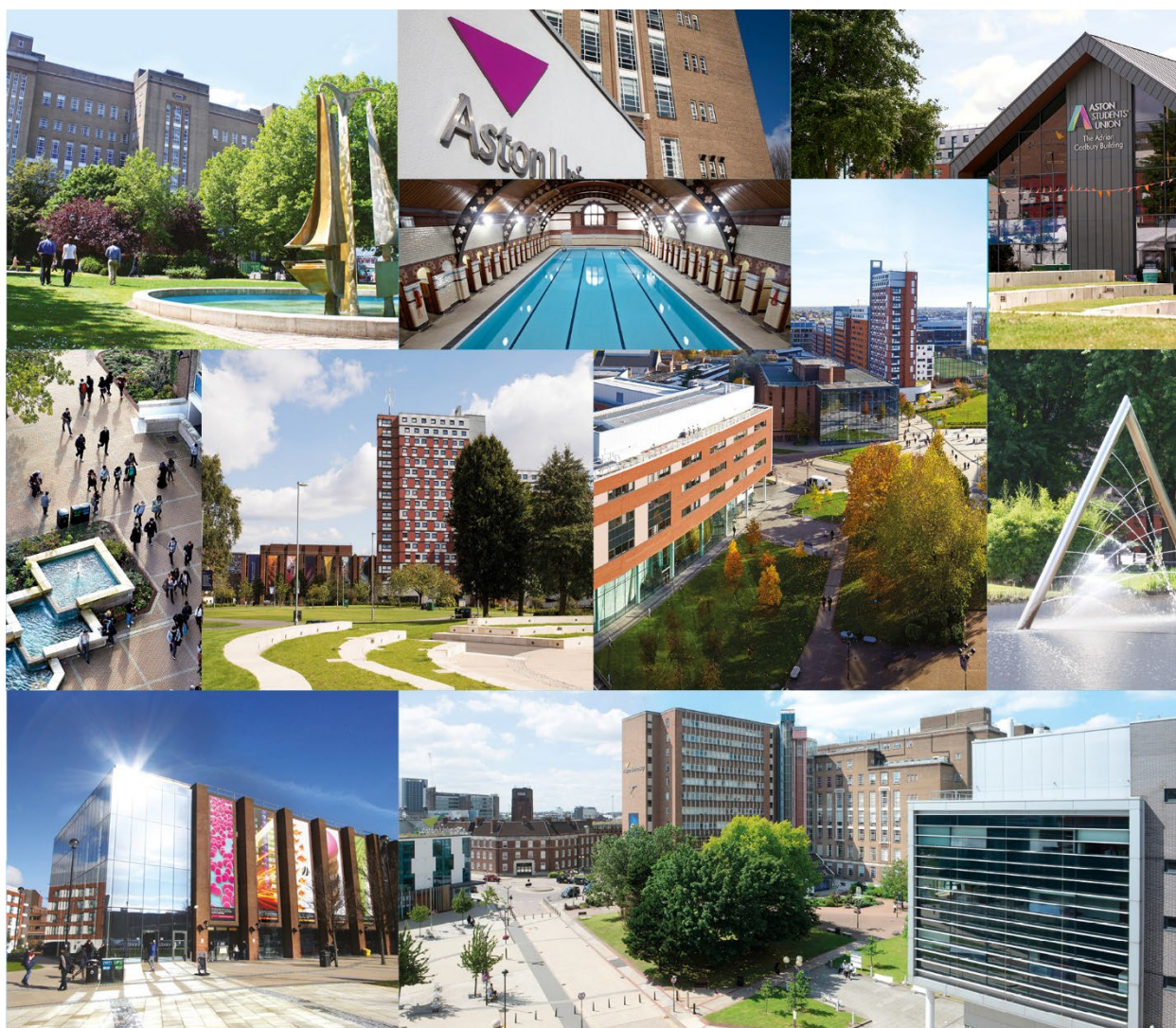
You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>.

Applications should be submitted by 23:59hrs 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: Andrew Madden
Job Title: Deputy Director Marketing Operations
Email: a.madden1@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 the salary scales and benefits that 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.**