



OPPORTUNITY

Marketing and Engagement Officer

Reference: 0388-23

Salary: £28,929 per annum

Contract Type: Fixed Term

Basis: Full Time until 31st March 2024

Job description

Job Purpose:

Aston Centre for Growth, at Aston Business School, designs and delivers business support programmes for SMEs (face to face and online) and provides other business support opportunities for entrepreneurs, as well as start-up and incubation support to student and graduate businesses. The fast-paced and productive Centre has a small team of 10-15 people. The programmes currently delivered by the Centre for Growth team include, Aston Programme for Small Business Growth, Help to Grow: Management, Minerva Birmingham Pitch Up, Green Advantage Skills Bootcamp and BSEEN (Birmingham Skills for Enterprise and Employability Network) along with other short courses such as Practical Insights Masterclasses and the Aston Centre for Growth Networking Group. The Centre also delivers shorter bespoke programmes in collaboration with external partners.

The Centre works alongside leading research centres ERC (the national Enterprise Research Centre) and CREME (Centre for Research into Ethnic Minority Entrepreneurship). Through these centres of excellence Aston has built a significant role in the West Midlands region and nationally in promoting inclusive growth through impactful research and business engagement. Aston was awarded both University of the Year by the Guardian and THE Outstanding Entrepreneurial University in 2020.

The Marketing and Engagement Officer will work collaboratively with team members, strategic partners and stakeholders to identify and attract eligible business professionals to engage with Aston Centre for Growth's business support programmes. They will deliver a range of marketing activities, including digital to successfully create pipelines and recruit businesses to programmes and activities and support the development and delivery of those activities within the Centre.

Main duties and responsibilities

- ▶ Promote Centre for Growth programmes and business support activities to eligible businesses, referral partners and key stakeholders by developing and managing comprehensive marketing campaigns to meet recruitment targets.
- ▶ Attend events online and face to face where applicable and develop and deliver presentations to create greater awareness of Aston Centre for Growth (ACG) and all or specific programmes.
- ▶ Communicate with SME's, beneficiaries, or alumni participants to obtain written, spoken or video case studies or testimonials relevant to their experiences within ACG or specific programmes.
- ▶ Use digital platforms and tools to create written materials, images and video for marketing the Centre's activities including assets for websites and social media.
- ▶ Ensure accurate capture, measuring and reporting of recruitment activities including SMEs engaged in pipeline, enquiries received, application submissions and conversions etc.

- ▶ Work closely with Aston's marketing team and Centre for Growth colleagues to maintain the Centre web pages and identify relevant opportunities to promote Centre programmes, case studies and news stories.
- ▶ Work in collaboration with colleagues to develop and co-ordinate a Centre social media plan ensuring a regular presence across various social media platforms.
- ▶ Actively engage with Centre for Growth past and present participants, collaborating with colleagues to create newsletters and other materials, and identify opportunities to provide ongoing businesses support.
- ▶ Produce written reports to update on Centre for Growth activities, and contribute information for the development of funding applications, award nominations and accreditations.
- ▶ Capture and assimilate marketing data and information to produce detailed marketing reports of the overall marketing impacts for Aston Centre for Growth and individual programmes and courses.
- ▶ Create adverts, editorials, articles, flyers and other material as required to market ACG and its programmes.

Additional responsibilities

- ▶ Undertake other duties as requested from time to time by the Centre Directors and Head of Business Support Operations and to ensure the effective operation of the Centre for Growth.
- ▶ 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	Educated to Degree level or equivalent experience.	Application form
Experience	<p>Substantial experience in a marketing/engagement role.</p> <p>Substantial experience of communicating effectively with a wide range of internal/external stakeholders in a business context, particularly SMEs.</p> <p>Practical experience of creating content and writing copy for websites, press releases, promotional materials, social media etc.</p> <p>Practical experience of using digital marketing methods and social media. Digital design experience (i.e., using photoshop or canva or similar tools to create marketing materials).</p> <p>Knowledge of business support programmes and business networks.</p> <p>Experience of work collaboratively with team members and stakeholders in a business environment.</p> <p>Experience of developing and managing comprehensive marketing campaigns.</p> <p>Experience of working through challenging situations to develop a practical solution and positive outcome.</p>	Application form and interview

	Essential	Method of assessment
Aptitude and skills	<p>Effective and confident verbal and written communication skills. Excellent presentation skills. Excellent attention to detail.</p> <p>Ability to build relationships and work in partnership with a range of stakeholders, beneficiaries, partners, and external clients, suppliers and contractors.</p> <p>Excellent organisational skills coupled with the ability to be flexible and respond as directed and when necessary to changing and competing demands.</p> <p>Ability to use information technology with speed, accuracy and precision including standard Microsoft packages (Access, Word, Outlook, Excel, Publisher and PowerPoint).</p> <p>Customer focused approach and the ability to work in and engage with a continuous improvement team culture.</p>	Application form and interview
Other	Willingness and availability to attend evening and breakfast events, and occasionally travel to events elsewhere in the UK.	Application Form and Interview

	Desirable	Method of assessment
Education and qualifications	Holds a professional marketing qualification.	Application form
Experience	Experience in an engagement or marketing role in the SME Business-to-business sector.	Application form and interview

	Desirable	Method of assessment
	<p>Experience of engaging or working with business support programmes and/or business networks available in the region.</p> <p>Exposure to CRM packages and online content management and editing platforms.</p> <p>An understanding of entrepreneur and small business requirements and marketing to small and medium businesses.</p> <p>Experience of procurement/purchasing.</p>	
Aptitude and skills	Willingness to self-motivate and desire to take increasing responsibility for tasks.	Application form and interview

How to apply

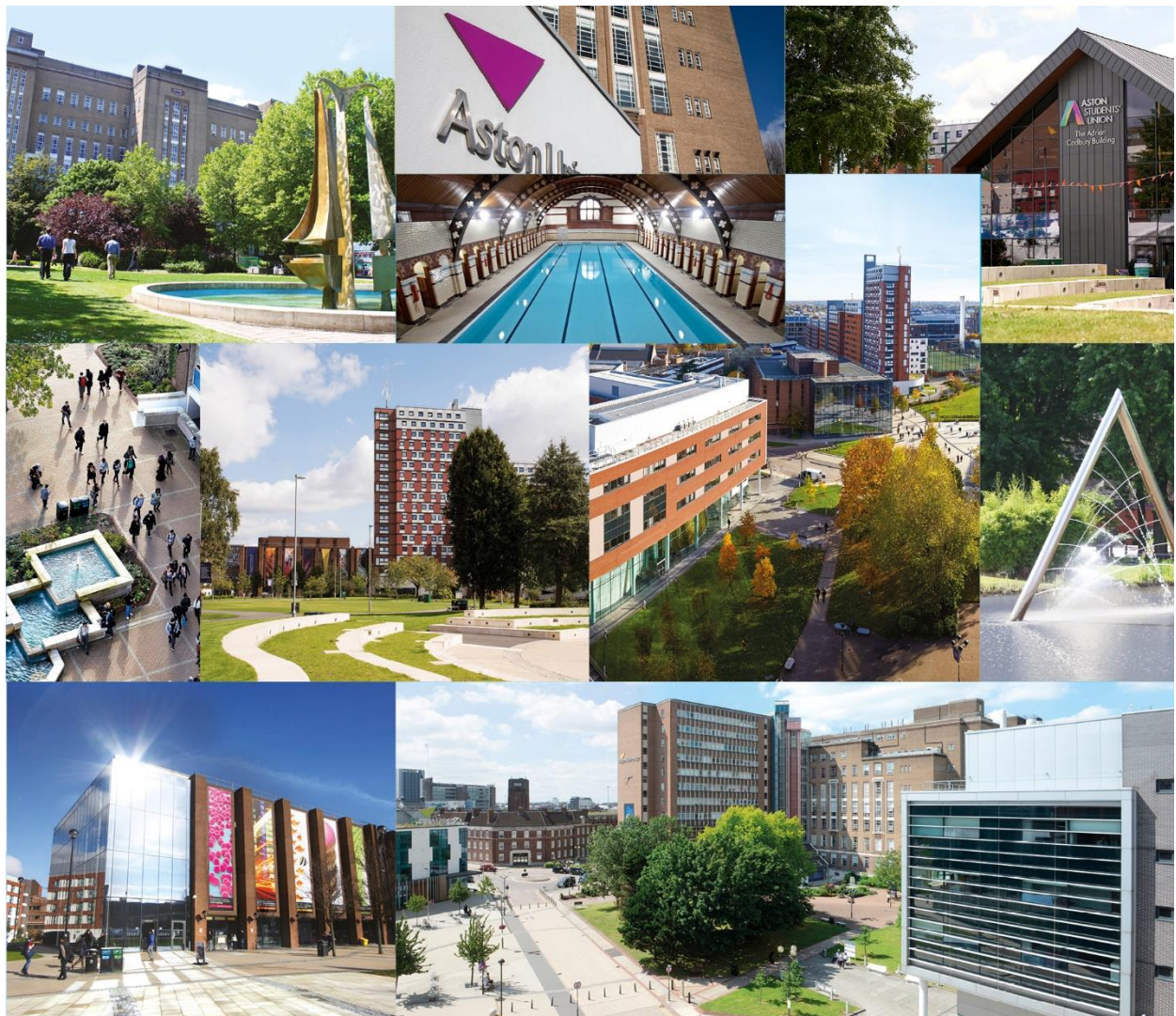
You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>.

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: Christian Byron
Job Title: Programme Manager
Email: c.byron@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.**