

OPPORTUNITY

Student Recruitment and Marketing Officer

Reference: 0361-23

Grade: 7

Salary: £28,929 to £34,314, depending on experience

Contract Type: Continuing

Basis: Part Time (14.6 Hours/ 2 days per week) Job Share Monday and Tuesday preferable

Job description

Job Purpose:

The Marketing, Recruitment and Outreach department comprises of front facing dynamic teams whose responsibilities are to meet recruitment and conversion targets as well as wider government set targets. The department has strong links with key external stakeholders, as well as fruitful relationships with all departments across the University.

The team has a high performance culture and would welcome applications from forward thinking, innovative and driven applicants who demonstrate a strong commitment to Aston University's ethos and values.

This role is on a job share basis. The role will be covered over two days per week, ideally a Monday and Tuesday as the job share partner works Wednesday to Friday. To discuss this prior to application, please contact the recruiting manager, Hope Nightingale h.nightingale@aston.ac.uk

Main duties and responsibilities

To lead the development of relationships between Aston University and schools and colleges. You will be responsible for implementing an agreed strategy to grow applications but also build relationships with key stakeholders including prospective students, head teachers, school staff and parents.

You will also work closely with internal and external stakeholders to design and develop a variety of on campus events.

- ▶ Organise three pre-application Open Days at the University each attracting over 3,000 visitors. The post holder will also take responsibility for ensuring Open Day feedback is collated and shared with relevant colleagues.
- ▶ Lead recruitment activity for a targeted cohort of stakeholders by region. Attending and co-ordinating recruitment events nationally with some limited international travel if necessary.
- ▶ Lead recruitment activity for one of the University Colleges.
- ▶ Lead with the development of the team's communication plans, copy writing and proof reading including managing the mailings and communications to our key stakeholders to inform them of events.
- ▶ Lead on and oversee the Student Recruitment and outreach team's website content
- ▶ Support with the organisation of the Annual Teachers' and Advisers Conference attracting 200+ visitors from Schools and Colleges from across the UK.
- ▶ Create, enhance and maintain links with targeted schools, colleges and careers services.
- ▶ Co-ordinate with central marketing the preparation of marketing materials for student recruitment and outreach activities.
- ▶ Manage and maintain data for activity including feedback, student data records and stakeholder data.
- ▶ Report on activity associated with link partners and projects.
- ▶ Represent Aston University at key stakeholder meetings and forums as appropriate.
- ▶ To ensure University Health and Safety procedures are followed by members of SRO.
- ▶ Fulfil any other duties as appropriate to the role.

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	<p>An honours degree or have an equivalent qualification.</p> <p>Enhanced DBS clearance.</p>	Application form
Experience	<p>Working in a student recruitment, outreach or marketing environment in an education setting.</p> <p>Managing, organising and delivering large scale projects.</p> <p>Relationship building with a variety of stakeholders.</p> <p>Working across complex organisations and dealing with people at all levels of seniority.</p> <p>Meeting targets.</p> <p>Confident public speaker with experience of delivering presentations and programmes to a wide range of audiences.</p> <p>Producing marketing materials.</p> <p>Producing communication plans and/or the ability to copy write/proof read.</p>	Application form and interview
Aptitude and skills	<p>Excellent administrative, organisations and time management skills.</p> <p>Excellent communication skills and the ability to engage with a wide variety of audiences, through presentations, reports and publications and build relationships at all levels.</p> <p>High level of IT proficiency, particularly with Microsoft Office.</p> <p>Knowledge and understanding of the UK Higher education sector and issues facing UK undergraduate recruitment.</p>	Application form and interview

	Essential	Method of assessment
	<p>An understanding of working with young people and vulnerable adults and issues relating to safeguarding.</p> <p>Experience of website management, social media and digital knowledge.</p> <p>Able to work productively and flexibly as part of a small team.</p> <p>Able to work independently.</p> <p>Must be able to work interactively with young people in a classroom environment.</p> <p>Flexibility to work evenings and occasional weekends.</p> <p>Possession of full UK driving licence and willingness to drive for the University around the UK.</p> <p>An enhanced DBS check is required for this role.</p>	

	Desirable	Method of assessment
Education and qualifications	A professional or postgraduate qualification in marketing or education.	Application form
Experience	<p>Providing information, advice and guidance within a HE context to promote higher education pathways to prospective students.</p> <p>Targeting, monitoring and evaluation for higher education events.</p> <p>Budget management.</p>	Application form and interview
Aptitude and skills	It will be necessary to schedule annual leave around key/busy periods which	Application form and interview.

	Desirable	Method of assessment
	generally arise during clearing/September and March	

How to apply

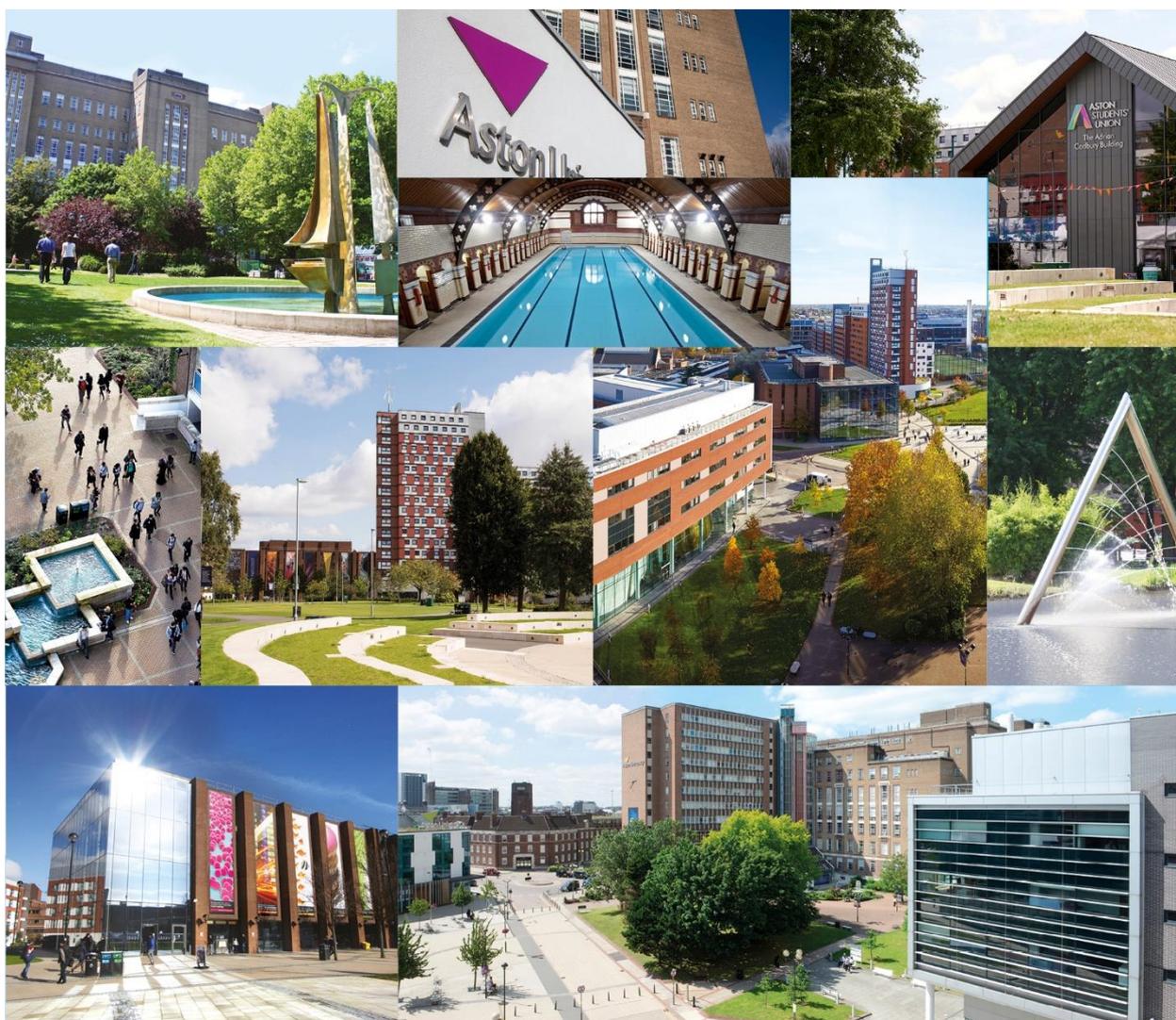
You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>.

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: Hope Nightingale

Job Title: Student Recruitment Manager

Email: h.nightingale@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. 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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**Where change
gets real.**