

# Deputy Director (Content)



**OPPORTUNITY**

Where change  
gets real.



**Reference: 0318-24**

**Grade: 10**

**Salary: £56,021 to £64,914 per annum, depending on experience**

**Contract Type: Permanent**

**Basis: Full Time**

## Job description

The Deputy Director of Content is a newly created role to develop and implement a digital-first content strategy to meet our University 2030 Strategy, across all audiences and to achieve our growth and reputation objectives. The post is responsible for our brand and will develop and execute a brand strategy which positions Aston effectively both internally and externally across a wide range of audiences.

### About the role

Aston is a dual-intensive university with an incredible story to tell. Following the development of our University 2030 strategy, we now need to build our brand around our three key themes; Inclusive, Entrepreneurial and Transformative

The role sits within the Department of Marketing, Communications & Student Recruitment department and is part of the department's senior leadership team.

The Deputy Director of Content is a key leadership role responsible for the co-delivery of the University's recruitment and new income targets of £50m+, in delivering the reputation objectives laid out in the Aston 2030 strategy.

The post holder will take lead responsibility for developing and protecting the university's reputation and brand, defining and promoting the university's Research & Innovation proposition and student recruitment proposition. The role has responsibility for our visual, written, multimedia brand activation and in ensuring a strategic approach across all content.

It will develop proactive strategies for advancing our brand and visibility to all our audiences across all mediums, including media relations, copywriting, photography, video, internal communications, college communications and web, at all times taking a digital-first approach.

The post holder will lead the Brand & Design Team, the PR, Comms & Events Team, the RKE Marketing Team and the College Marketing Teams, but will be responsible for the brand outputs across the whole department and beyond.

The post holder will:

- ▶ **Strategy** - lead on the development of a digital-first content strategy to meet the Aston 2030 strategy objectives.
- ▶ **Governance** – lead on a governance policy and procedure to ensure all content meets brand guidelines, has appropriate consent and is stored and reviewed appropriately.
- ▶ **Innovation** – deliver digital innovations to project our reputation as a digital leader, drive efficiency and anticipate the needs of our target audiences well into the future.
- ▶ **Insight and Analysis** – take an analytical and data-driven approach ensuring that target audiences and opportunities are defined to ensure that data is at the forefront of marketing planning and that analysis underpins all activities.
- ▶ **Team leadership and collaboration** – effectively lead the team and collaborate extensively across the organisation.
- ▶ **Profile and Reputation** – take responsibility for media relations, reputation, profile and brand, advising University Executive as appropriate about threats and opportunities which may affect our brand and reputation.

## Main duties and responsibilities

### Strategy

- ▶ Develop our university-wide brand strategy.
- ▶ Develop and govern our content strategy, ensuring a digital first approach and future proofing our content and brand operations in anticipation of our audience's future needs.
- ▶ Leading on understanding how our audience's needs will develop in the future.
- ▶ Aligning our resources to deliver the best outcomes for our reputation and brand.
- ▶ Aligning our activity and principles to the 2030 strategy.

### Performance

- ▶ Developing strategy to evidence, drive and manage our brand strategy and ensure maximum return on investment.
- ▶ Develop an ROI model to guide our brand and content work.
- ▶ Ensure that activity is measurable, benchmarked and outcome measured, writing reports on campaign performance, future planning and developments.
- ▶ Enhance our use of Microsoft Dynamics CRM and ensure content is measured, tested and optimised.
- ▶ Ensure appropriate testing and evaluation is carried out.
- ▶ Oversee brand and content across the department, ensuring it is optimised across channels and is developed in line with delivering maximum visibility.

### Market Insight / Analysis

- ▶ Use market and audience analysis to develop our brand to meet audience needs.
- ▶ Working with Market Research to carry out user testing and ensure UX principles of the highest standard are implemented and maintained.
- ▶ Lead on analysing current perception levels and brand awareness, devise strategies to improve and evaluate progress.

### Marketing Leadership

- ▶ Be responsible for ensuring all content meets accessibility guidelines and put in place appropriate governance processes for the whole department.
- ▶ Take a lead role in working with our commercial providers to ensure brand consistency and take the lead on agreeing appropriate brand flexibility.
- ▶ Lead the College and RKE marketing teams ensuring consistency in output, efficiency on spending and ensuring teams understand and utilise the latest marketing tools and technologies.
- ▶ Work collaboratively with the directors of Admissions, Marketing and International departments to develop and implement co-ordinated strategies across the division, developing and delivering plans and cross-University projects arising from these and other groups.
- ▶ Departmental representative on a number of internal groups and committees, providing expert marketing and communications guidance to senior colleagues as a subject matter expert.
- ▶ Represent the University externally with multiple organisations, including local universities and colleges, to support overall University strategies.
- ▶ Manage complex projects with multiple stakeholders, leading on the marketing provision for cross-university and inter-University projects.

### Team Leadership

- ▶ Direct leadership and development of three College marketing teams, covering marketing of UG/PG, home/international and continuing professional development portfolio, as well as the RKE marketing team.
- ▶ Maintain and develop a high performing team with consistent working practices and a shared culture across these embedded teams.

- ▶ Management of operations budget, including allocating budget in line with strategy, ongoing monitoring and reconciliation, identifying savings and efficiencies and authorising spend.
- ▶ Responsible for identifying training and development needs for the College and RKE marketing teams, as well as liaising with relevant Schools/ departments to develop training for team members.
- ▶ Deputise for the Director of Marketing, Communications and Student Recruitment as required.

### **Profile and Reputation**

- ▶ Leadership of graduation ceremonies and corporate events, ensuring suitable risk mitigation is in place and that events enhance our reputation.
- ▶ Lead brand ambassador for the teams and department ensuring adherence to brand standards across all channels.
- ▶ Lead on benchmarking, managing and enhancing our reputation and brand.
- ▶ Seek consistent improvement to overarching brand reputation at College and School levels, developing a narrowcast marketing strategy to deliver subject level performance.
- ▶ Work collaboratively with colleagues in the Press and Comms, Marketing and Social Media teams to plan and prioritise the delivery of content to target audiences at the best time and through the most appropriate channels.
- ▶ Develop strong brand and reputation profiles for Colleges and Schools, driving visual and written marketing communication standards both online and offline.
- ▶ Work with colleagues to develop consistent brand and reputation measures, both nationally and internationally, including work on league and reputation tables.

### **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           |
|-------------------------------------|--|--------------------------------|
| <b>Education and qualifications</b> | <p>Undergraduate degree or equivalent.</p> <p>SEO/Content Strategy training/qualification.</p> <p>Training on content development/copywriting.</p>   | Application form               |
| <b>Experience</b>                   | <p>A strong record in developing and implementing a digital-first content strategy.</p> <p>Significant experience of developing &amp; implementing content strategies within Higher Education sector.</p> <p>Experience of setting brand and content policy, being responsible for content governance and delivering content training.</p> <p>Developing content with strong SEO and sound understanding of SEO principles.</p> <p>Proven experience of managing staff to achieve targets and objectives.</p> <p>Significant experience in developing and implementing social media strategies.</p> <p>Experience of working at a senior level in higher education in a strategic marketing, communications or digital role.</p> | Application form and interview |
| <b>Aptitude and skills</b>          | <p>Understanding of all types of media, and ability to lead content teams to develop content relevant for each channel &amp; audience.</p> <p>Ability to spot a strong story and develop strategies to gain maximum value across owned, earned and paid channels.</p> <p>Ability to persuade and influence a wide range of internal and external stakeholders.</p> <p>Commitment to leading content strategies which meet audience need, including meeting accessibility guidelines.</p> <p>Strong interpersonal skills, including the ability to develop positive working</p>   | Application form and interview |

|              | Essential   | Method of assessment |
|--------------|---|----------------------|
|              | <p>relationships with a wide range of contacts, demonstrate tact and persuasiveness.</p> <p>Able to manage the completion of several tasks simultaneously, delegate appropriately and work well under pressure.</p> <p>Experience developing brands to reach reputation and market objectives.</p> <p>Demonstrate positive leadership and management qualities.</p> <p>Interest and ability to coach and develop others to success.</p> <p>Embrace change and possess high levels of resilience.</p> <p>Knowledge of, and interest in, the UK Higher Education sector.</p> <p>Able to develop a strong working knowledge of the goals and values of the Colleges and Schools.</p> |                      |
| <b>Other</b> | <p>Willingness to travel.</p> <p>Good awareness of strategic and financial issues facing HE.</p> <p>Commitment to, and understanding of, equal opportunities issues relating to staff and student matters within a diverse and multicultural environment.</p> <p>Demonstrable commitment to personal and professional development that enhances performance in the role.</p> <p>Satisfactory enhanced DBS disclosure will be required for this role.</p>  |                      |

|                                     | Desirable  | Method of assessment |
|-------------------------------------|--|----------------------|
| <b>Education and qualifications</b> | <p>GA 4 training.</p> <p>Content governance training.</p> <p>Digital analytics qualification.</p> <p>Journalism or PR qualification.</p> | Application form     |

|                   | Desirable  | Method of assessment           |
|-------------------|--|--------------------------------|
| <b>Experience</b> | Working with academic staff to formulate content plans to boost reputation and profile.<br><br>Experience in PR, journalism, media relations, internal communications. | Application form and interview |





## Contact information

### Enquiries about the vacancy:

Name: Charlotte Renwick

Job Title: Director of Marketing

Email: [c.renwick@aston.ac.uk](mailto:c.renwick@aston.ac.uk)

### Enquiries about the application process, shortlisting or interviews:

Recruitment Team via [jobs@aston.ac.uk](mailto: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:** [Benefits and Rewards | Aston University](#)

**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:** You should ensure that you meet the eligibility requirements, including meeting the [English language standards](#). If you do not meet the eligibility criteria, any application for a work visa would be unsuccessful. Please see UKVI guidance for further information on eligibility, knowledge of English requirements and approved test centres <https://www.gov.uk/tier-2-general>

With the end of free movement for EU/EEA/Swiss nationals from 1 January 2021, the UK's new immigration system applies to all non-UK/Irish nationals who require a visa.

Where an individual is subject to UK immigration control, they will require a visa to work in the UK.

The following individuals do not need a visa for the UK, but do still have to prove their right to work before employment can commence:

- **British Citizens or Irish Nationals**
- **EU/EEA/Swiss nationals with Settled or Pre-settled status under the EU Settlement Scheme**
- **Non-EEA nationals with Indefinite Leave to Remain/Settlement in the UK**

The main routes available for those who need a visa to work in the UK are **Skilled Worker**, **Global Talent** and the **Graduate Route**.

You can find further information about each of these visa routes on our [candidate immigration page](#).

If you will conduct research in your role, you may need to apply for and obtain ATAS clearance before Aston can issue a Certificate of Sponsorship for your visa application. Please see below for further details.

**Academic Technology Approval Scheme (ATAS):** If you will conduct research in your role and you apply for a Skilled Worker or Temporary Worker GAE visa, you may need to apply for and obtain ATAS clearance before Aston can issue a Certificate of Sponsorship for your visa application.

This process can take at least 6 weeks to process, and Aston will consider this when confirming your expected start date. Processing times will increase between April and September and can longer to complete.

There is no fast-track option available. ATAS certificates will be processed in order of receipt.

You can find more information about ATAS on our [candidate immigration page](#).

### **Before you start and Right to Work**

#### **90-day entry vignette**

If you have applied for your visa outside of the UK, you will receive a vignette in your passport which is usually valid for 90 days. Please make sure to travel to the UK within the 'valid from' and 'valid to' dates on this visa. If you entered the UK before or after these dates, you would not 'activate' the visa and you would need to leave and re-enter the country.

You will also receive a decision letter confirming details about your immigration permission and where to collect your Biometric Residence Permit.

#### **Cost of Living - Estate and Letting Agents**

There are numerous Estate and Letting Agents in and around Birmingham that can help you find suitable accommodation. The [Midland Landlord Accreditation Scheme](#) provides a list of professional agencies and landlords who have applied with them for accreditation. Whilst accreditation is not a guarantee of quality, it provides some reassurance about the standard of the service they provide.

You can also use property search websites such as [Rightmove](#) or [Zoopla](#).

**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>

**Aston University**  
**Birmingham**  
**B4 7ET, UK.**

+44 (0)121 204 3000

aston.a



**Where change  
gets real.**

