



OPPORTUNITY

Where change
gets real.



Reference: 0342-24

**Salary: £35,000 per annum depending on experience with up to
£4,000 dedicated development and training budget**

Contract Type: Fixed Term (24 months)

Basis: Full Time

Job description

This 24-month project takes the form of a Knowledge Transfer Partnership (KTP), which provides you with practical and formal training and the availability of support from experienced mentors from Newtown Packaging Limited, Aston University and Innovate UK Business Connect.

Job Purpose:

This Knowledge Transfer Partnership (KTP) project aims to create an innovative Global B2B Business Development Process using advance modelling and analysis, market intelligence and sophisticated customer communication to develop new markets, products and services for Newtown Packaging Limited (NPL).

Newtown Packaging Limited (NPL) is a service focused business to business supplier, with over 40 years' industry experience in supplying adhesive tape and packaging. Based in Redditch, NPL has it's own design, manufacturing and logistics facilities in a single location.

This KTP aligns with NPL's strategic aim to position the company for future success and growth by addressing crucial areas essential for its competitiveness and long-term viability. The project will identify and evaluate market opportunities, adapt to changing trends, enhance marketing capabilities including the adoption of new technologies, and explore new markets.

This KTP is a great opportunity for someone who wishes to become a business change consultant/manager. You will work with senior University academics on a commercial project which puts theory and modelling into practice.

Candidate Profile: Bachelor's degree in a Business related discipline plus a Masters in a Management related discipline or MBA.

- ▶ Skills/ experience required include:
- ▶ Proficiency in B2B Sales & Marketing techniques
- ▶ An aptitude to operate in an Entrepreneurial environment
- ▶ An understanding of international macro and micro economic environment
- ▶ An understanding of supply chain management, forward and reverse logistics
- ▶ An understanding of closed loop supply chains and circular economy principles
- ▶ Experience in change management
- ▶ Strong capabilities in process mapping & improvement
- ▶ Track record of effective stakeholder management
- ▶ Qualitative research skills
- ▶ Proficiency in data analysis techniques

Main duties and responsibilities

- ▶ Use online databases and digital resources to identify key markets for international growth for Newtown Packaging.
- ▶ Utilise B2B Social Media tools to identify key buyers in potential clients.
- ▶ Apply an innovative and systematic marketing strategy with target business development techniques using focused marketing media.
- ▶ The Customer Communication Strategy will utilise Artificial Intelligence and Augmented reality to improve the efficiency of B2b marketing, enhancing customer engagement.
- ▶ Model the current flow of goods in the supply chain and identify areas for improvement
- ▶ Create a roadmap for future growth, adopting new technologies that align with market demands.

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.
- ▶ 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 in a Business related discipline followed by a Masters in a Management related discipline or MBA (or equivalent).	Application form
Experience	Application of skills in a commercial environment. Experience in implementing innovative solutions in a commercial environment.	Application form and interview
Aptitude and skills	Strong communication and presentation skills. Proven application of skills in a commercial environment. Proficiency in B2B Sales & Marketing techniques. Experience in change management. Strong capabilities in process mapping & improvement. Track record of effective stakeholder management. Qualitative research skills. Proficiency in data analysis techniques. Ability to conduct research using a range of methods. Understanding of global sourcing strategies, supply chains and logistics management.	Application form and interview

	Desirable	Method of assessment
Education and qualifications	Advanced Degree in Management related subjects (e.g. PhD, DBA).	Application form and interview

	Desirable	Method of assessment
Experience	<p>Experience of conducting market research in a B2B environment.</p> <p>Demonstrated ability to adapt to rapidly changing environments.</p> <p>Experience of driving cross-functional collaborations</p> <p>Familiarity with regulatory compliance standards relevant to the industry.</p>	Application form and interview
Aptitude and skills	Familiarity with emerging technologies relevant to the industry.	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 23:59pm 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 recruitment@aston.ac.uk.



Contact information

Enquiries about the vacancy:

Name: Dr David Carrington, Marketing & Strategy Department, Aston Business School

Job Title: Senior Lecturer

Email: d.carrington@aston.ac.uk

Enquiries about the application process, shortlisting or interviews:

Recruitment Team via recruitment@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>

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