



**OPPORTUNITY**

Where change  
gets real.



**Reference: 0417-24**

**Grade: 7**

**Salary: £29,605 to £34,980 per annum, depending on experience**

**Contract Type: Permanent**

**Basis: Full Time**

## Job description

The Aston 2030 Strategy sets out ambitious plans to internationalise Aston University, through the development of broader engagement across international markets and the setting up of offshore hubs in key growth regions and economies of the next decade.

The Conversion Lead (International Pathways & Partnerships) will support this growth strategy through the management and ownership of conversion initiatives targeted at Aston's pathway and partnership initiatives, aimed at increasing student numbers progressing into Aston programmes through these arrangements.

The post holder will lead on developing, designing and implementing an operational conversion pathways and partnerships annual plan, running campaigns which specifically target student growth through these partnership arrangements. This will include devising and running bespoke social media conversion campaigns, organising and setting up virtual and physical conversion events and managing a range of media which act as enquiry channels for pathway and partnership students (e.g., WhatsApp and Facebook groups).

The postholder will provide a professional support service to students, staff and stakeholders within the Aston's international partnerships – supporting with advice and guidance which aids conversion. From enrolment through to progression, you will work to enhance the Aston international student experience.

The post-holder will work collaboratively with a wide range of Aston colleagues, including marketing, student recruitment, admissions and conversion teams, ensuring that pathway and partnership conversion campaigns align with wider institutional conversion activities.

The post-holder will also ensure campaign feedback is collected, developing useful insights to improve future conversion initiatives.

## Main duties and Responsibilities

- ▶ Working collaboratively with Aston's pathway providers and partnership leads to establish and implement a calendar of conversion/engagement activities for students, supporting the progression objectives of the University – to include taster lectures, lab tours, 'Welcome to Aston' sessions, 'drop-in' events, summer socials, virtual and physical events, social media campaigns etc.
- ▶ Support and facilitate the development and maintenance of regional ambassador's programme to support conversion from pathways and partners, working with key internal stakeholders, preparing briefing materials and managing relevant groups of ambassadors.
- ▶ Training and management of regional ambassadors to lead the micro influencers project.
- ▶ Develop processes to identify and provide bespoke communication and support to the partnership students at key points in their student application journey.
- ▶ Contribute to the pathways and partnerships reviews and future development plans.
- ▶ Seek feedback from partners and students, in coordination with Aston contacts as necessary, and make changes or recommendations to improve the student experience.
- ▶ To foster relationships and work collaboratively with a wide range of internal and external stakeholders such as the Colleges, the Students' Union, and Multi-Faith Centre, to facilitate successful activity delivery all other relevant colleagues.
- ▶ Working collaboratively with colleagues within the Admissions and Visa Compliance teams to support student progression and improve conversion rates.
- ▶ To support in the delivery of pathways and partnership student enrolment and induction events, where appropriate.
- ▶ To support with creation of user-friendly guides to help students understand their bespoke application journeys at Aston, in partnership with relevant Marketing colleagues. progression processes and procedures as part of their Aston student journey.
- ▶ To work with partners to provide and publish information regarding events and activities across the University communication channels and social media.

- ▶ To monitor and evaluate the effectiveness of events and activities and make recommendations for development and continual improvement of the student experience.
- ▶ To undertake any other such duties as may be reasonably requested, commensurate with the nature and grade of the post.
- ▶ To undertake international travel as and when needed in support of the work of the international office.
- ▶ Any other duties, as deemed responsible.

### **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>	A degree (or equivalent) in a relevant subject or equivalent experience relevant to the core requirements of the role.	Application form
<b>Experience</b>	<p>Higher Education sector experience, within student experience or international student recruitment fields.</p> <p>Experience of presenting to groups.</p> <p>Experience of project managing student focused events.</p> <p>Proven track record of building relationships with a broad and diverse group of stakeholders.</p> <p>Experience of managing social media campaigns.</p> <p>Experience in developing, designing, and implementing operational plans for student recruitment or engagement.</p> <p>Experience in providing professional advice and guidance to students and stakeholders in previous roles.</p> <p>Experience of coordinating events.</p>	Application form and interview
<b>Aptitude and skills</b>	<p>IT skills with excellent knowledge of Microsoft based applications e.g., Word, Excel, PowerPoint, and Outlook.</p> <p>Excellent organisation and planning skills and the ability to priorities workload, manage competing demands and work under pressure.</p> <p>Strong interpersonal skills, including the ability to communicate with a wide range of stakeholders and students tactfully and persuasively.</p> <p>A high standard of written and spoken English, with the ability to produce clear and concise written materials, such as student-focused presentations and handbooks.</p> <p>A self-confident, enthusiastic and dependable approach with an ability to work collaboratively, as a member of a team.</p>	Application form and interview

	Essential	Method of assessment
	<p>Proactive approach with a high degree of initiative and a proven ability to develop new ideas and systems.</p> <p>Ability to collect and analyse to improve a program, initiative or process.</p>	
<b>Training and Development</b>	<p>A focus on personal development, attendance on relevant training courses and a willingness to undertake training to improve his/her skills base.</p> <p>A willingness to undertake further training as appropriate and to adopt new procedures as and when required.</p>	Interview
<b>Other</b>	<p>Commitment to observing the University's Equal Opportunities policy at all times.</p> <p>High professional standards.</p> <p>Need to be flexible in working hours to cope with busy periods or demands.</p> <p>Satisfactory DBS required.</p>	Interview

	Desirable	Method of assessment
<b>Education and qualifications</b>	Hold a relevant Project Management qualification.	Application form
<b>Experience</b>	<p>Experience of collaborative working with external partners and students.</p> <p>International and/or intercultural experience</p> <p>Experience of building support for a new project or initiative.</p>	Application form and interview
<b>Aptitude and Skills</b>	<p>Knowledge of University systems and portals (such as SITS and Blackboard).</p> <p>Knowledge/interest in the UK higher education sector.</p>	Application form and interview

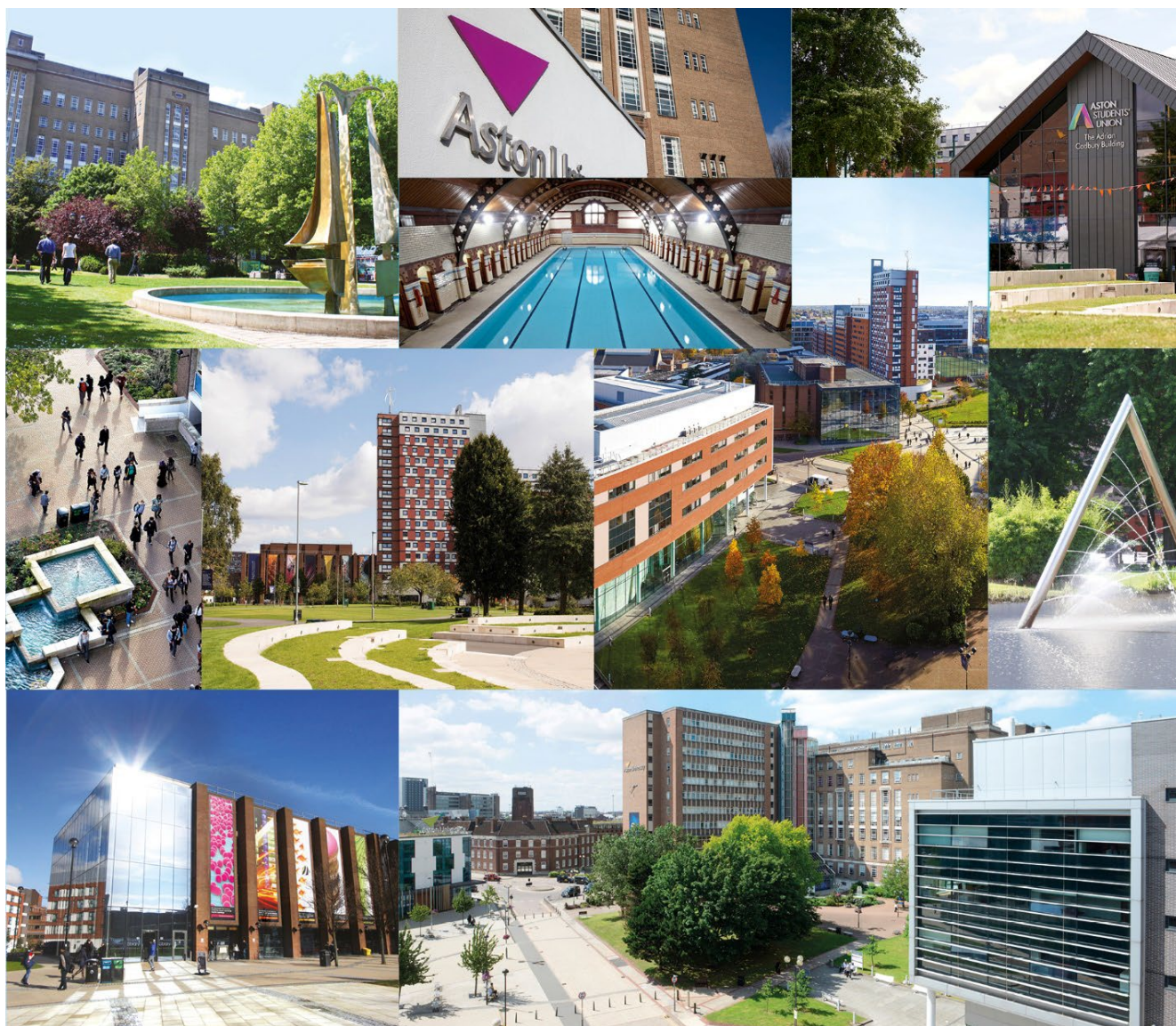
## How to apply

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](mailto:recruitment@aston.ac.uk).



## Contact information

### Enquiries about the vacancy:

Name: Francesca Mincher

Job Title: International Relationship Manager

Email: [f.mincher@aston.ac.uk](mailto:f.mincher@aston.ac.uk)

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

Recruitment Team via [recruitment@aston.ac.uk](mailto: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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