

Head of Paid Media & Campaigns



OPPORTUNITY

Where change gets real.



Reference: 0502-24

Grade: 9

Salary: £45,585 to £54,395 per annum, depending on experience

Contract Type: Permanent

Basis: Full Time

Job description

Job Purpose:

The role holder is responsible for devising and implementing our paid media strategy to achieve our student recruitment targets across our managed product portfolio across domestic and international market segments. Leading on the development of marketing campaigns to boost our brand and meet student recruitment targets through paid media, and advising on the prospect and applicant journeys to maximise effectiveness across the customer journey. Analysing customer and marketing activity data to devise and deliver campaigns which address customer need, build our brand, meet student recruitment targets and ensure the customer journey is tracked and resources are deployed in line with data and insight.

Overseeing the domestic marketing strategy for Aston Birmingham Campus, working with the CRM team, College Marketing Managers and Digital Experience and Engagement Team to attract and convert prospective students. Leading and advising colleagues across the department on which activities deliver strong ROI.

Reports to the Deputy Director (Marketing & Student Recruitment)

Line manages Marketing & Campaigns Manager, Digital Marketing Officer, Aston Business School Marketing Officer, Marketing Coordinator, Marketing & Events Officer (Degree Apprenticeships).

Main Duties/Responsibilities:

- ▶ Responsible for devising and implementing effective paid media strategies to meet our student recruitment targets across our portfolio.
- ▶ Implementing sector-leading lead generation campaigns and delivering prospect/ enquirer conversion activities.
- ▶ Lead on monitoring and evaluating campaign activity to assess the financial return of different marketing activities and use data to optimise human and financial resources
- ▶ Lead on our domestic marketing strategy for Aston Birmingham campus, ensuring a data-drive customer journey is in place, across higher education fairs, open days, advertising and web. Lead on marketing plans for undergraduate and postgraduate degrees, Degree Apprenticeships and other product ranges as appropriate.
- ▶ Working closely with our Head of Digital Experience & Engagement to develop effective landing pages, improve the promotion of our offering on our websites and ensure our web customer journeys are optimised.
- ▶ Develop and maintain excellent relationships with key internal and external stakeholders, to gain buy in for marketing approaches and share data and insight.
- ▶ Ensure campaigns, content and creative reflects our brand strategy and Future Student Proposition, ensure effective quality control to build and protect our brand.
- ▶ To work with the Head of Omni-Channel & International Marketing to plan, deliver, monitor and evaluate effective international marketing campaigns and campaigns across our omni-channel education portfolio.
- ▶ To keep abreast of social media and platform algorithms, adjust campaign plans as appropriate and advise colleagues across the department of any changes required.
- ▶ To use innovative marketing methods, reflecting our position as a leading university of science, technology and enterprise, and to keep abreast of the latest marketing techniques.
- ▶ Lead on applying market research and data on domestic student decision-making factors to ensuring our content and website meets the needs of international prospects and applicants.

- ▶ To identify cost and resource efficiencies to maximise return on investment.
- ▶ Other activities as appropriate in line with 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.

Person specification

	Essential	Method of assessment
Education and qualifications	Undergraduate degree in a relevant discipline or equivalent experience.	Application form.
Experience	<p>Experience managing a +£500k paid media budget and delivering great results with strong ROI.</p> <p>Experience of leading integrated marketing campaigns for B2C audiences, ideally aimed at youth audiences and experience of working with creative and content teams to develop effective advertising content across multiple channels.</p> <p>Significant experience delivering paid and organic SEO strategies and monitoring, evaluating and optimising activity to achieve sales targets.</p> <p>Significant experience of managing staff, setting clear standards and ensuring staff are motivated and achieving their best. Experience of managing direct and line managed reports.</p> <p>Experience of tracking cost per acquisition and ROI in complex customer journeys.</p>	Application form and interview.
	<p>In-depth knowledge of key social media platforms and how to utilise for both paid and non-paid activity.</p> <p>Knowledge of digital marketing techniques, including SEO, PPC, social media, email marketing, web.</p> <p>Knowledge of social media and search algorithms, keeps abreast of changes.</p> <p>Knowledge of market segmentation and how to use personalisation to maximise engagement.</p>	Application form and interview.

	Essential	Method of assessment
Aptitude and skills	<p>Commitment to equality & diversity.</p> <p>Ability to lead and motivate a team, set a clear vision and KPIs, and obtain a sector-leading performance from the team.</p> <p>Ability to tackle poor performance, have difficult conversations and improve quality of output.</p> <p>Excellent communicator, able to persuade and influence others.</p>	Application form and interview.
Other	Satisfactory DBS Check is required.	

	Desirable	Method of assessment
Education	Related postgraduate or professional qualification.	Application form and interview
Experience	<p>Experience of higher education marketing at a senior level.</p> <p>Track record of delivering advertising & campaigns which have delivered student recruitment growth within a university or</p> <p>Track record of delivering B2C marketing campaigns in private sector.</p> <p>Experience of developing and implementing CRM programmes across the full marketing mix.</p> <p>Experience of coaching, staff development and managing poor performance.</p> <p>Experience of developing integrated paid and social campaigns.</p>	Application form and interview
Knowledge	<p>Knowledge of key overseas social media platforms and how to utilise to achieve student recruitment growth.</p> <p>Knowledge and experience of using AI to generate campaign content and optimise paid campaigns.</p>	Application form and interview
Aptitude & Skills	Track record of negotiating and persuading academic staff in a university setting.	Application form and interview

How to apply

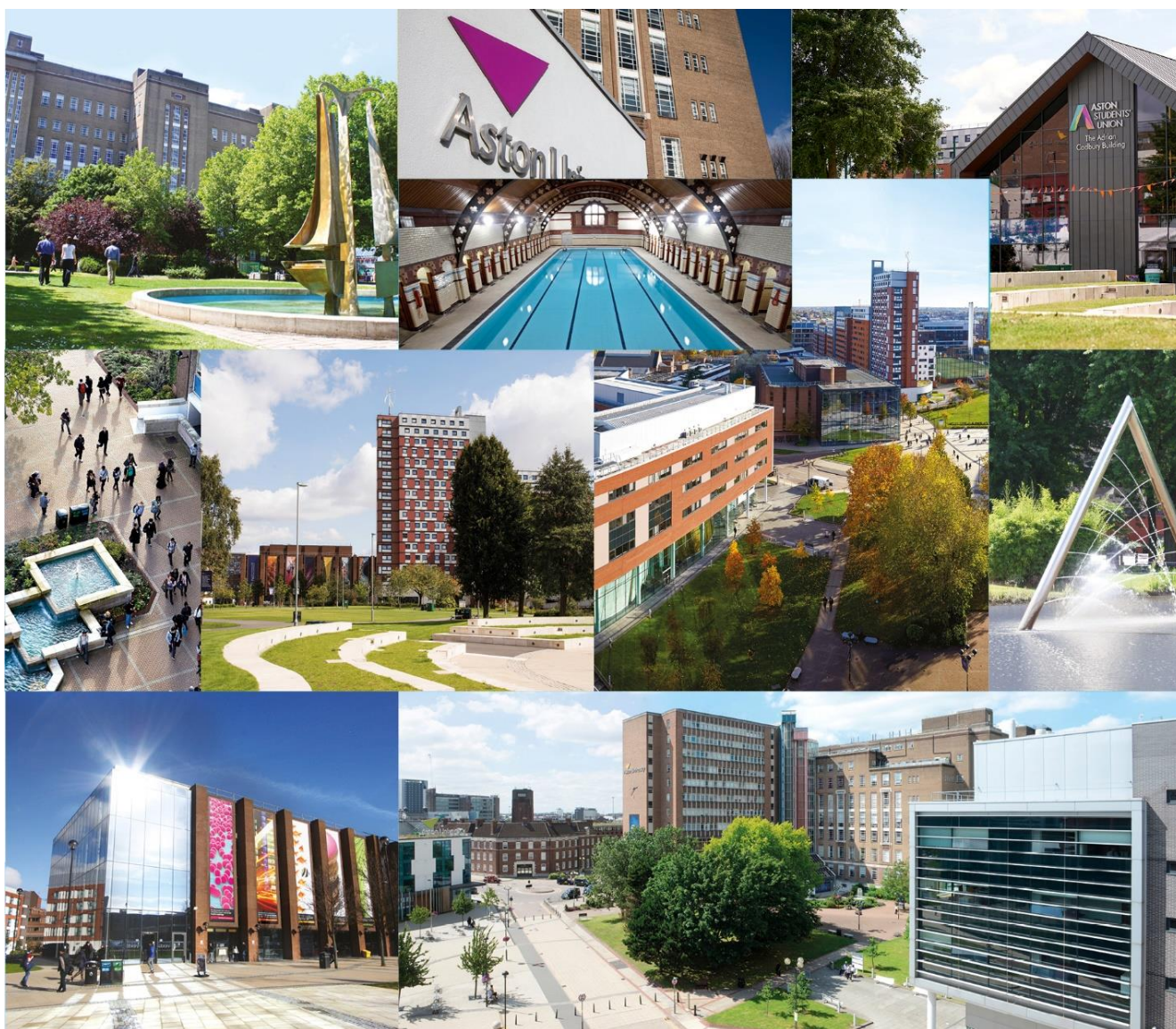
You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>.

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 directly 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: Marie Donohoe

Job Title: PA

Email: m.donohoe@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>

Aston University
Birmingham
B4 7ET, UK.

+44 (0)121 204 3000

www.aston.ac.uk



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