

OPPORTUNITY

Where change
gets real.



Reference: 0814-24

Grade: Grade 5

Salary: £25,148 to £26,643 per annum, depending on experience

Contract Type: Permanent

Basis: Full Time

Job description

Job Purpose:

Reporting to the Marketing and Systems Manager, you will assist with the day to day and longer term delivery of the Sport Aston marketing plan, maintaining the departments Leisure Management System and supporting the delivery of sporting activities for Aston University students.

The ideal candidate will be a marketing all-rounder with experience of producing creative design work, generating written copy for multiple platforms and audiences, and developing creative concepts using industry standard software. The role also requires the successful candidate to use the sports leisure management system to communicate with members and analyse relevant data to support management decisions to enhance the business.

Main Duties/Responsibilities

- ▶ To assist with the delivery of the Sport Aston marketing plan.
- ▶ To assist with creating engaging content for the website, social media platforms, printed material, video content etc.
- ▶ To assist with the administration of the departments leisure management system.
- ▶ Monitoring and responding to social media in a timely fashion.
- ▶ To assist in delivering major Sport Aston events.
- ▶ Assisting with data analysis of key performance business measures.
- ▶ Undertaking periodic market research reviews.
- ▶ Dealing with customer queries regarding new memberships, cancellations, refunds, and any other membership or booking related queries.
- ▶ Working at promotional events on and off campus as required.
- ▶ To assist with customers enquires via email, phone and social media.
- ▶ To assist with delivery of sports activities for Aston University students.

Additional responsibilities

- ▶ To provide cover for the sports reception from time to time.
- ▶ To assist with membership administration using the Leisure Management System and making changes to customer accounts if required.
- ▶ Any other duties that may be requested from time to time commensurate with the grade of the post.

Person specification

	Essential	Method of assessment
Education and qualifications	<ul style="list-style-type: none">• GCSE pass in English and Maths or equivalent.• A recognised qualification within the marketing and communication industry.	Application form and certificates.
Experience	<ul style="list-style-type: none">• Relevant experience in a marketing environment.• Experience of working with industry standard design software.• Producing written copy for multiple platforms with targeted content.	Application form and interview.
Aptitude and skills	<ul style="list-style-type: none">• Excellent verbal and written presentation skills.• A flexible approach to working hours and the willingness to work evenings and weekends when required.• Well developed IT skills and experience.• A creative and innovative approach to marketing and communications	Application form and interview.

	Essential	Method of assessment
	<ul style="list-style-type: none"> • A results driven approach to achieve delegated tasks within prescribed timescales. 	

	Desirable	Method of assessment
Education and qualifications	<ul style="list-style-type: none"> • An undergraduate degree in Business or Marketing related subject or other relevant qualification. 	Application form.
Experience	<ul style="list-style-type: none"> • A good understanding of Higher Education (HE) and Sport within HE. • Previous use of a leisure management system would be highly desirable. • Experience of marketing gym membership and/or sales experience. • Experience of working in a University Sports department. • A keen interest in sport and physical activity. • An affective team player with a flexible approach to working as part of a team. 	Application form and interview.

University values

All staff are expected to demonstrate/promote the University's values and expectations, which are an integral part of our strategy and underpin the culture of the University. In addition, our leaders are expected to be accountable, help to execute strategic visions of the University and share and set clear expectations that inspire those around them.

Values + Behaviours

				
Innovation	Collaboration	Ambition	Inclusion	Integrity
We strive for excellence within ourselves and others, providing solutions to new and existing challenges.	We work best when we are collaborative, working together to contribute to the Aston community.	We strive together for improvement and innovation looking ahead to see the bigger picture.	We treat everyone in our community equally and how they would like to be treated.	We are open, honest and fair. We take ownership of the way we work and how we treat each other.

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: Ben Lonsdale
Job Title: Marketing and Systems Manager
Email: b.r.lonsdale@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