



OPPORTUNITY

Where change
gets real.



Reference: 0030 – 25

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

Contract Type: Fixed term (21 Months)

Basis: Full Time

Job description

Job Purpose:

This 21-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 [Aurrigo International Plc](#), [Aston University](#) and Innovate UK Business Connect.

Main Duties/Responsibilities:

This Knowledge Transfer Partnership (KTP) project aims to enhance Aurrigo's competitive advantage as a niche player in autonomous aviation baggage/cargo handling systems through transforming its marketing and sales strategy.

This project aims to significantly enhance Aurrigo's performance at a pivotal phase of its development, enabling the firm to fully monetise its innovations in the autonomous aviation technology market.

As a KTP Associate you will also develop a versatile skill set spanning project management, change management, stakeholder engagement, and leading the delivery of a strategic project in an innovative deep tech business environment. The skills developed during the project will enable you to broaden your future career opportunities, as a leader in commercialising deep tech.

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

Skills/ experience required include:

- ▶ Proven application of skills in a commercial environment.
- ▶ Proficiency in B2B Sales & Marketing techniques
- ▶ Experience in change management and driving cultural transformation
- ▶ Strong capabilities in process mapping & improvement
- ▶ Track record of effective stakeholder management
- ▶ Qualitative research skills
- ▶ Proficiency in data analysis techniques.

Main duties and responsibilities :

- ▶ Lead this strategic project to revolutionise Aurrigo's marketing and communication strategy and explore opportunities for business model innovation in a fast-paced environment and rapidly evolving technology area.
- ▶ Articulating and refining current Service Package (SP) and Service Concept (SC), exploring opportunities for Business Model Innovation through appraisal of bundling/unbundling services.
- ▶ Using Business Model Generation to explore alternative approaches e.g., investigating different types of value derived from Aurrigo's products/services and potential for value co-creation with external stakeholders.
- ▶ Establishing an economic investment model that facilitates customer decision-making regarding investments in automated airport technology.
- ▶ Mapping market challenges and opportunities to develop strategies to eliminate the biggest barriers to success (e.g., technology adoption, innovation risks).
- ▶ Developing client typologies/re-organising customer segments to offer differentiated services through a nuanced value proposition.
- ▶ Developing a long-term, strategic approach to client acquisition and management for aviation product/service lines, embedding an innovative marketing culture across Aurrigo

- ▶ Enhancing customer journeys by conducting service transaction analyses to identify areas for improvement and strategies to encourage brand loyalty.
- ▶ Applying Systems Thinking to develop a holistic understanding of Brand Communications strategy and CRM-related challenges and opportunities.

Additional responsibilities

- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities.
- ▶ 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	<ul style="list-style-type: none"> ▶ Bachelor's degree in a STEM discipline followed by a Masters in a Management related discipline or MBA 	Application form and interview
Experience	<ul style="list-style-type: none"> ▶ Proven application of skills in a commercial environment. ▶ Experience in implementing innovative solutions in a commercial environment ▶ Track record of effective stakeholder management 	Application form and interview
Aptitude and skills	<ul style="list-style-type: none"> ▶ Experience in change management and driving cultural transformation ▶ Strong capabilities in process mapping & improvement ▶ Proficiency in B2B Sales & Marketing techniques ▶ Qualitative research skills ▶ Proficiency in data analysis techniques. ▶ A strong work ethic and level of professionalism and independence to deliver a successful project in a growing company operating in a fast-paced environment ▶ Strong interpersonal, negotiation and persuasion skills to work with multiple stakeholders and lead the company through a change programme. ▶ Strong communication and presentation skills. ▶ Leadership and professionalism of communication and organisation skills to deliver the KTP project and ensure it achieves agreed milestones and objectives 	Application form and interview

	Desirable	Method of assessment
Education and qualifications	<ul style="list-style-type: none"> ▶ Advanced Degree in Management related subjects (eg. PhD, DBA) 	Application form
Experience	<ul style="list-style-type: none"> ▶ Experience of conducting market research in a B2B environment 	Application form and interview
Aptitude and Skills	<ul style="list-style-type: none"> ▶ Familiarity with emerging technologies relevant to the industry. ▶ Demonstrated ability to adapt to rapidly changing environments. ▶ Experience of driving cross-functional collaborations ▶ Familiarity with regulatory compliance standards relevant to the industry. 	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.

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 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 Krishna Balthu, Operations and Information Management Department, Aston Business School.

E-mail: k.balthu1@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:

Non-UK/Irish nationals will require a visa or immigration permission that allows them to work in the UK.

The most common work visas are the [Skilled Worker](#), [Global Talent](#) and [Graduate](#) immigration routes. You can find more information about these visa categories on our [web page for candidates](#). The [UKVI website](#) provides further detail about different work visas and the eligibility criteria for each.

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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