



OPPORTUNITY

Where change
gets real.



Reference: 0128 - 25

Salary: £37,000 - £39,000 depending on experience and qualifications, with an additional £4,000 for the duration of the project for professional and personal development.

Contract Type: Fixed term (24 month)

Basis: Full Time

Job description

Job Purpose:

This 24-month project takes the form of a [Knowledge Transfer Partnership](#) (KTP), offering practical and formal training, along with support from experienced mentors. You will collaborate with a Birmingham-based, industry-leading manufacturer specialised in material handling equipment, as well as with [Aston University](#) and [Innovate UK Business Connect](#).

Main Duties/Responsibilities:

This KTP project aims to innovate the business model of a Birmingham-based, industry-leading manufacturer specialised in material handling equipment. The company seeks a KTP Associate who can apply business model innovation techniques and international marketing research to develop solution-oriented offerings for global markets. The Associate will conduct in-depth international marketing research to craft a differentiated brand strategy that aligns with evolving customer needs. In parallel, he/she will explore innovative approaches to customer value creation, positioning the company as a global leader in tailored, outcome-based solutions.

The role offers an exciting opportunity to work in an ambitious, fast-paced company on a strong revenue growth trajectory. Based in a location well connected to Birmingham's city centre by public transport or walking, the position requires a strong work ethic, creativity, and autonomy, allowing the Associate to take ownership of impactful initiatives. A flexible blend of on-site and remote working arrangements can be negotiated in case of positive ongoing performance.

The role also offers training and development opportunities, including a £4,000 personal and professional development budget. The fund can be used for training courses in both soft and hard skills, or to attend renowned academic and industrial conferences and networking/training events. Additionally, the Associate will receive continuous support from Aston University's leading experts in business model innovation, supply chain and operations management, and international marketing.

Candidate Profile:

Qualified to MSc level, ideally with a BSc in industrial or mechanical engineering, followed by an MSc or MBA with modules in international marketing and business model innovation.

Essential skills / experience required include:

- ▶ Business model innovation frameworks
- ▶ B2B sales and marketing techniques
- ▶ International marketing methodologies
- ▶ Strategic change management in complex and dynamic environments
- ▶ Engaging and managing stakeholders to drive business growth and success

Desirable skills / experience required include:

- ▶ At least two years of hands-on industrial experience in international marketing, global branding or business model innovation are strongly desirable.

Personal attributes required for the role:

- ▶ Resilience and ability to work in a complex and dynamic international context
- ▶ Strong interpersonal skills to successfully work with various stakeholders.

- ▶ Strong communication and presentation skills.
- ▶ Ability to work within a cross-disciplinary project team.
- ▶ Leadership qualities, strong self-organization, and time management skills.
- ▶ Ability to work independently and use initiative.
- ▶ Strong desire to pursue innovative approaches and pathways.

Main responsibilities:

- ▶ Value proposition (re)design using business model innovation frameworks
- ▶ Value network (re)design using appropriate frameworks and tools
- ▶ International competitor analysis
- ▶ International market segmentation
- ▶ International marketing strategy development
- ▶ Supply chain relationship management
- ▶ Embedding skills, knowledge, frameworks and tools in the organisation
- ▶ Promoting entrepreneurial thinking in the organisation

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"> ▶ Qualified to MSc level, ideally with a BSc in industrial or mechanical engineering, followed by an MSc or MBA with modules in international marketing and business model innovation. 	Application form and interview
Experience	<ul style="list-style-type: none"> ▶ Business model innovation frameworks ▶ B2B sales and marketing techniques ▶ International marketing methodologies ▶ Strategic change management in complex and dynamic environments ○ Engaging and managing stakeholders to drive business growth and success 	Application form and interview
Aptitude and skills	<ul style="list-style-type: none"> ▶ Resilience and ability to work in a complex and dynamic international context ▶ Strong interpersonal skills to successfully work with various stakeholders. ▶ Strong communication and presentation skills. ▶ Ability to work within a cross-disciplinary project team. ▶ Leadership qualities, self-organisation, and time management skills ▶ Ability to work independently and use initiative. ▶ Strong desire to pursue innovative approaches and pathways. 	Application form and interview

	Desirable	Method of assessment
Experience	<ul style="list-style-type: none">▶ At least two years of hands-on industrial experience in international marketing, global branding or business model innovation.	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 Reza Marvi, College of Business and Social Sciences

e-mail: r.marvi@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>

Aston University
Birmingham
B4 7ET, UK.
+44 (0)121 204 3000

www.aston.ac.uk

