

Job Details



OPPORTUNITY

Where change
gets real.



Reference: 0435-25

Grade: Grade 08

Salary: £38,249 – £45,413, per annum, depending on experience

Contract Type: Permanent

Basis: Full Time

Job description

Job Purpose:

The College Marketing Manager is responsible for developing and implementing the College marketing activities with a key focus on student recruitment, as well as supporting research activities. The role holder will deploy the full marketing mix to develop campaigns and events that engage and excite prospective students throughout the recruitment journey, from enquiry through to application and conversion.

The postholder will also be responsible for delivering cohort-centric conversion plans to create a personalised recruitment journey, delivering, optimising, and evaluating strategic plans, projects, and campaigns to meet student recruitment targets.

Main Duties/Responsibilities

Marketing and Campaign Planning

- ▶ Work with undergraduate and postgraduate marketing colleagues to develop marketing and communication plans at University and College level, ensuring the co-ordination of central applicant communications with tailored College-level communications.
- ▶ Implement and monitor campaigns within the College, tailoring appropriately for the College's academic strengths and audience.
- ▶ Plan and lead conversion campaigns for the recruitment of domestic and international students.
- ▶ Support the Head of CRM and Conversion, Deputy Director (Marketing & Student Recruitment) and Director of Marketing, Communications and Student Recruitment in devising and delivering the overall University and individual college marketing strategies.

Marketing and campaign delivery

- ▶ Establish an intelligence-led approach to planning, utilising market research and data analysis to ensure tactics align with College and University strategic objectives.
- ▶ Work with the digital marketing team to continuously improve the College's digital presence, keeping relevant sections of the website accurate and up to date.
- ▶ Promote the College through proactive social media engagement, working with the social media team to synchronise activity with University-wide campaigns.
- ▶ Maintain and develop up-to-date digital assets (video and photography), assisting in the co-ordination of shoots to positively reflect College activities.
- ▶ Deliver segmented prospective student communications using CRM systems in consultation with the CRM team.
- ▶ Contribute to University-wide publications with College-specific content.
- ▶ Lead on College-specific events (including online) and collaborate with the Student Recruitment and Marketing teams
- ▶ Conduct competitor analysis and benchmarking to inform recruitment strategies and optimise conversion activities.
- ▶ Support enhanced student recruitment initiatives at all prospect touchpoints utilising automation and artificial intelligence.

College Representation

- ▶ Represent the College at marketing and communication forums and committees.
- ▶ Manage stakeholder relationships with senior managers, academics, and research colleagues.

Team Liaison and Management

- ▶ Lead by embedding a culture of continuous improvement that encourages innovation and creativity.
- ▶ Liaise with Admissions, Student Recruitment and Outreach (SRO), Marketing, Digital Content and Experience, and PR and Communications teams to ensure coordinated planning and delivery.

Resource Planning and Performance Management

- ▶ Work closely with the market research team to identify and apply trends and insights that enhance targeting and improve the effectiveness of recruitment activities.
- ▶ Monitor recruitment targets using data tools like PowerBI, and take tactical action as necessary to meet annual recruitment targets. - Manage campaign and marketing budgets. - Build positive relationships with external suppliers to deliver high-standard outputs aligned with procurement policies.

Additional responsibilities

- ▶ You will be expected to work at events such as Open Days, Graduations, Offer Holder Days and Recruitment Fairs. This will include around four Saturdays per year.
- ▶ 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"> ▶ Educated to degree level in Marketing, Media and Communications, English, or a related subject, or equivalent professional experience. | Application form and interview |
| Experience | <ul style="list-style-type: none"> ▶ Experience of working in a similar marketing role, preferably in a complex organisation or Higher Education. ▶ Demonstrable success in creating and delivering departmental marketing strategies and operational plans. ▶ Experience of planning within defined resources and delivering to plan successfully. ▶ Experience of producing a variety of marketing materials across digital and print media. ▶ Experience of managing and prioritising workload. ▶ Experience of digital marketing including website management and social media engagement. ▶ Experience of leading conversion-focused campaigns to support student recruitment. ▶ Experience using CRM systems (e.g., Dynamics365) and email marketing platforms (e.g., Gecko). | Application form and interview |
| Aptitude and skills | <ul style="list-style-type: none"> ▶ Excellent creative skills, including copywriting, content creation, and campaign innovation. ▶ Strong leadership and interpersonal skills to motivate colleagues and work | Application form and interview |

| | Essential | Method of assessment |
|--|---|----------------------|
| | <p>diplomatically with senior colleagues.</p> <ul style="list-style-type: none"> ▶ Strong analytical skills to utilise market research and data insights. ▶ Effective communicator with excellent oral and written skills, including the ability to simplify complex information for different audiences. ▶ Strong project management skills and the ability to manage multiple priorities under pressure. ▶ Sound understanding of standard Microsoft Office applications. ▶ Willingness and ability to work irregular hours and travel within the UK if necessary. | |

| | Desirable | Method of assessment |
|-------------------------------------|---|--------------------------------|
| Education and qualifications | <ul style="list-style-type: none"> ▶ Chartered Institute of Marketing qualification or equivalent. | Application form |
| Aptitude and Skills | <ul style="list-style-type: none"> ▶ Knowledge of the UK Higher Education sector, admissions cycles, and recruitment processes. ▶ Ability to use data visualisation systems such as PowerBI | 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

We strive for excellence within ourselves and others, providing solutions to new and existing challenges.




Collaboration

We work best when we are collaborative, working together to contribute to the Aston community.



Ambition

We strive together for improvement and innovation looking ahead to see the bigger picture.



Inclusion

We treat everyone in our community equally and how they would like to be treated.



Integrity

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: Liz Smythe
Job Title: Head of CRM and Conversion
Email: e.smythe@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>

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