



OPPORTUNITY

Where change
gets real.



Reference: 0342-25

Salary: £30,805 to £36,130, per annum, Depending on Experience

Contract Type: Maternity Cover (9 Months)

Basis: Full Time (36.5 hours per week)

Job description

Job Purpose:

Aston University's 2030 strategy is **Inclusive, Entrepreneurial** and **Transformational**. We are building a new model of university for a changing world. Our vision is to be a leading university of science, technology and enterprise, measured by the positive transformational impact we achieve for our people, students, businesses and the communities we serve.

Reporting to the Digital Content Manager and working closely with Engineering and Physical Sciences Marketing Manager, the Digital Content Officer Role will be responsible for the following key activities:

- Website development and management, with a particular focus on course page content.
- Planning, delivering and evaluating digital marketing campaigns with colleagues across the Marketing department.
- Developing written content and digital assets (including video) for marketing and campaigns.

This is a wide-ranging role, and the successful candidate will require skills in a range of digital marketing disciplines and in content creation. They will work with colleagues across admissions, marketing and academic staff to ensure content is accurate, engaging and desirable for a prospective student audience.

Main Duties/Responsibilities

Planning

- ▶ **Content Planning** – Work with the Digital Content Manager and College of Engineering and Physical Sciences (EPS) Marketing Manager to deliver content audits which review, update and lead to the creation of content for UG & PG marketing and student recruitment at College level.
- ▶ **Campaign Devolvement** - Work with the Digital Content Manager and College of Engineering and Physical Sciences Marketing Manager on ways to take wider University level marketing campaigns and apply them more specifically at a subject level across course page & social media content.

Campaign and Content Management

- ▶ **Web Content** - Work with the Digital Content Manager, EPS Marketing Manager and wider Admissions and Quality teams to ensure relevant sections of the website such as College landing pages and course pages are kept accurate and up-to-date. Decisions should be data driven with a focus on user journeys and user needs to drive better on-page conversion rates.
- ▶ **Digital assets** - work closely with the Digital Content Manager and EPS Marketing Manager to identify gaps, maintain and develop up-to-date digital assets (video and photography); liaising with the video and photography specialists in the team and external partners, to co-ordinate shoots and produce assets that positively reflect the College's activities.
- ▶ **Press & Communications** - work with the College's designated Press and Communications Manager to identify, repurpose and publish engaging content on a variety of themes, ensuring the College's profile and reputation continue in accordance with Aston's brand and communication strategies.
- ▶ **CRM** – Proactively work with the CRM team to produce photo and video assets relevant to nurture pipelines.

Content Relationships

- ▶ **Internal** – work collaboratively with the key colleagues in the College including course directors, research colleagues, recruitment and outreach, as well as colleagues across the broader department to bring consistency to digital marketing and campaign activity and to share best practice.
- ▶ **External** - work with external partners, such as photographers and videographers to ensure externally commissioned work is in line with University's procurement policies and produced to a high standard and good value for money.

Reporting & Performance

- ▶ **Campaigns** – plan, measure and optimise lead generation activity through search engines, email marketing, display advertising and paid-social – to time and budget
- ▶ **SEO / Student journey** – monitor and report on the performance of digital content journeys using Google Analytics and digital tools to drive performance.

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.
- ▶ 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

Person specification

	Essential	Method of assessment
Education and qualifications	<ul style="list-style-type: none"> ▶ Graduate in Digital Marketing / Marketing, Media or Communications, or have acquired equivalent knowledge and experience relevant to the role 	Application form
Experience	<ul style="list-style-type: none"> ▶ Experience of working in a similar digital marketing role across multiple business cycles and markets. ▶ Experience of defining audiences and producing effective content to satisfy audience those audience's needs. ▶ Experience of delivering digital marketing plans digital campaigns, and using web analytic tools such as Google Analytics to measure return on investment ▶ Experience of using Content Management Systems ▶ Experience of Search Engine Optimisation and optimising websites organically 	Application form and interview

	Essential	Method of assessment
Aptitude and skills	<ul style="list-style-type: none"> ▶ Ability to write and critique engaging copy for a diverse range of stakeholders, purposes and audiences (including students, research, international and business) ▶ Ability to write for the web, including a sound working knowledge of writing for optimum user experience and SEO best practice ▶ Strong content management system (CMS) skills and the ability to deliver training and guidance to others ▶ Proactive approach to seek out and identify stories to develop into content for web and social media. ▶ Ability to source and create digital content, including copy, video and photography. ▶ Sounds analytical skills with the ability to interpret data from campaigns and website performance. ▶ Good interpersonal skills, including the ability to handle a wide range of contacts tactfully and persuasively ▶ Proven ability to work under pressure and meet deadlines ▶ A good working knowledge of standard Microsoft packages (Word, Outlook, Excel and PowerPoint) ▶ Some experience of content creation software such as Photoshop & Premier Pro from the Adobe Creative Cloud Suite. Canva, Final Cut etc. 	Application form and interview
Other Requirements	<ul style="list-style-type: none"> ▶ Ability to build relationships internally within the institution. ▶ Willingness and ability to volunteer for key university calendar events such as Open Days and Graduation. 	Interview

	Essential	Method of assessment
	<ul style="list-style-type: none"> ▶ Knowledge of, and interest in, the UK Higher Education sector 	

	Desirable	Method of assessment
Education and qualifications	<ul style="list-style-type: none"> ▶ Digital marketing accreditations or qualifications 	Application form
Aptitude and Skills	<ul style="list-style-type: none"> ▶ Understanding of UK HE recruitment cycles, admissions and processes ▶ Understanding or Experience of operating DSLR cameras or shooting with mobile phones for social media content. 	Application form and interview
Other Requirements	<ul style="list-style-type: none"> ▶ Knowledge of the latest digital marketing trends and innovations. 	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.



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 23.59pm 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: Joshua Crawley

Email: j.crawley1@aston.ac.uk

Job Title: Digital Content Manager

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

