



OPPORTUNITY

Where change
gets real.



Reference: 0051-26

Grade: Band 1

Salary: £67,280 to £104,712 per annum, depending on experience

Contract Type: Contract Type: Permanent

Basis: Basis: Full Time

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Welcome

Thank you for expressing an interest in the role of Director of Aston Professional at Aston University.

This is a tremendously exciting time to be joining Aston University. We have recently launched our new Strategy for 2030 that defines Aston as an inclusive, entrepreneurial, and transformational university. This is a distinctive and ambitious Strategy; one which builds on our illustrious past but also looks ahead to the future, and Aston's place in a rapidly changing world. The Strategy is defined by three things which will define our future: Inclusive, Entrepreneurial and Transformational. The Director of Aston Professional is one of a number of senior management roles which have been aligned to deliver our vision to further develop and grow this outstanding University.

Aston University has a proud and very distinctive history, dating back to 1895. Since gaining university status in 1966, we have been pioneers in education and research with a strong technical and technological flavour. We use our location in Birmingham to push the boundaries of education and research and inspire all who come through our doors. We are proud of the experience we deliver to our exceptional community of students, and our record on student outcomes over a number of years is exceptional. We were recently recognised with the Triple Gold Award in the Teach Excellence Framework, recognising the work of colleagues over a number of years.

We recognise that there is more to be done, to deliver Aston 2030 Strategy. The Director of Aston Professional is a critical role in providing strategic leadership towards our promise. Reporting to the Chief Commercial Officer, you will lead on a significantly revamped professional training offerings in partnership with industry and businesses whilst overseeing core programmes such as the Degree Apprenticeship and Adult Learning (Bootcamps). This role will be instrumental in negotiating and developing professional programmes which CEOs of leading commercial businesses identify as critical to growth within the sector and provide routes for all sections of the communities into employment and training.

Central to this role is the development and creation of a sector-leading, industry-led research informed education and development provision, which caters for the needs of corporate businesses in a manner that is solution and quality focused and delivered according to the needs of the customer embracing both digital and new and emerging technologies.

This is a wonderful opportunity for an individual excited by the challenge of being part of a university prepared to think differently. If this is a challenge that excites you, and you think you can make a positive difference at Aston, then I hope you will consider applying.

I wish you the best of luck in your application.

With best wishes from Chief Commercial Officer Professor Gurpreet Singh Jagpal OBE

Aston University

Founded in 1895 and a University since 1966, Aston has long been recognised for its world-class teaching quality and strong links to business and the professions. Located in the centre of Birmingham our green, 40-acre campus houses all the University's academic, social and accommodation facilities for our community of 20,000 students.

Aston University is an agile and innovative organisation that thrives on collaboration and partnerships with businesses and the community. We are ranked 25th in the United Kingdom in the Guardian University Guide 2024. Our integrated placement year, our applied high-impact research, and our commitment to enhancing the employability and social mobility of our students, all help to make Aston University distinct both nationally and internationally.

Students from over 120 countries choose to study at Aston University - a safe and friendly campus enjoyed by a global, multicultural community. Birmingham is one of the UK's most diverse cities and home to an unrivalled cultural heritage, top sporting events, music, performing arts and outstanding world cuisine.

The University has been recognised by a number of awards, including The Guardian 2020 University of the Year Award and Entrepreneurial University of the Year Award. But most importantly, we are highly regarded by our students at Aston University. In the 2023 National Student Survey, we ranked 11th in the sector in the Student Voice Category, and significantly outperformed sector benchmarks in four of the seven categories. We recently received a Gold TEF Award for Student Experience.

We have an award-winning Careers and Placements team, who were named the best University Placement Service in the UK at the 2022 National Undergraduate Employability Awards. Employability is embedded into everything we do at Aston University. We finished runner-up in the Graduate Employment category at the Times and Sunday Times University Guide 2024 and were ranked 29th in the UK for graduate prospects in the Complete University Guide, 2024. Our staff are committed to doing all they can to meet the needs of students and in assisting them to achieve their career ambitions on graduating.

The 2021 Research Excellence Framework (REF) assessments published in May 2022, ranked 79% of Aston University research as 'world leading' (4*) or 'internationally excellent' (3*). We are building on our world-class research capability to help transform industries, support economic growth, and improve lives. Our research is organised within comprehensive interdisciplinary University Research Institutes and across a wide range of outstanding research centres and research groups. For more on our awards and rankings see here: <https://www.aston.ac.uk/undergraduate/why-aston/rankings>

Our Strategy 2030 – Inclusive. Entrepreneurial. Transformational

In September 2023, following an extensive process of engagement with our community, we were proud to launch our Strategy for 2030.

Through this process explored possible scenarios for our future within our city, our region, and more broadly within the national and international context, and how we navigate the challenges of a changing world. The culmination of this was three things which will define our future, each of which requires strategy and hard work to achieve.

We will be **Inclusive**. From the beginning, our founder's dream was that Aston University would be defined not by whom we exclude but by whom we include and how they succeed. Inclusion and diversity: these two essential values go right to the heart of who we are as a university. Each and every one of us here at Aston University is unique, and we are proud of that. We come from different backgrounds and cultures and have different experiences, skills and ideas. We all belong here at Aston University, and in Birmingham, one of the most welcoming, diverse, and inclusive cities on Earth.

We will embrace our innovative past and become a truly **Entrepreneurial** university. The past two decades have been witness to the most frenzied period of innovation and creativity in the history of the world. We've made significant strides in almost every field, driven in particular by science, technology and digital transformation. Connectivity has exponentially multiplied human progress. With the Birmingham Innovation Quarter (B-IQ) here at Aston University we are co-creating an innovation ecosystem of global significance with all the essential ingredients, to enable innovation at scale and pace, attract enterprising talent, and create enterprising graduates – our future leaders of innovation and change.

Thirdly, our vision of Aston is as a Transformational university measured by the positive impact that we achieve for our people, students, businesses, and the communities we serve. Being Transformational means thinking and acting differently beyond the conventional boundaries of today, as we create a more agile and adaptive university, a learning organisation for the future powered by digital innovation.

Our Vision, Purpose and Values

Vision

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.

Purpose

Our Purpose is to make our world a better place through education, research, and innovation, by enabling our students to succeed in work and life, and by supporting our communities to thrive economically, socially, and culturally.

Values

Ambition: our ambition drives us to advance and accomplish our goals, strive for excellence, and impact, and create value for our beneficiaries and communities.

Collaboration: we believe in the value of working together for a shared purpose, by engaging and collaborating across our teams and disciplines, as well as with our beneficiaries.

Inclusion: we provide an inclusive, caring, and empowering environment for all and respect and support the values that diversity and inclusion bring to our whole community.

Innovation: we nurture an innovative environment that values new ideas, seeks diverse perspectives, and pursues game-changing innovations that make a positive impact.

Integrity: by valuing honesty, trust, fairness, and ethical behaviour, we always act with integrity and hold ourselves and others accountable

Our Colleges and Schools

Our Colleges and Schools provide the academic structure for our outstanding educational offer to our students, reflecting our history and providing a platform for us to deliver our Strategy 2030

College of Business and Social Sciences

- ▶ Aston Business School
- ▶ School of Law and Social Sciences

College of Engineering and Physical Sciences

- ▶ School of Engineering and Innovation
- ▶ School of Computer Science and Digital Technology
- ▶ School of Infrastructure & Built Environment

College of Health and Life Sciences

- ▶ Aston Medical School
- ▶ Aston Pharmacy School
- ▶ School of Biosciences
- ▶ School of Optometry
- ▶ School of Psychology

OUR STUDENTS - Ready for work and life

Under our Strategy 2030 we have established five key value propositions which we will provide to all our students, which the CSO is central to the delivery of:

1. Skills and support needed to enhance lifelong career potential.

Engagement with business and industry is central to all that we do at Aston. Professional practice will be embedded in our courses, while at UG level undergraduate level, all students will undertake an Aston Power Skills stackable module which develops digital skills; build leadership, management, and entrepreneurship skills; and develop an awareness and understanding of environmental sustainability and its implications for professional practice.

2. An environment and tools for a positive approach to health and wellbeing as a life skill.

We will develop a positive, data-informed approach to health and wellbeing as an important life skill and provide integrated healthcare support through the interconnectedness of the new Aston Health Services Hub and our Sports Centre.

3. Unique opportunities to personalise individual learning journeys.

Recognising the unique interests of each student all taught provisions will enable our learners to make choices about what, and how, they study and the nature of their assessment, while our new Block Learning Mode will provide our students with a better-paced learning mode leading to higher rates of success, satisfaction, and retention.

4. Access to contemporary physical and digital resources for all courses of study.

Our Digital Enterprise strategy and next-generation information systems will evolve to support technology-rich learning approaches anywhere at any time, and we will provide contemporary digital tech to all learners, encompassing relevant e-texts and e-links to online learning resources, including the hardware and software required for their programme of study.

5. Lifelong learning opportunities and personalised end-to-end student support.

We will offer our students career support for life, with students becoming part of Aston for Life, which is a thriving community that offers a unique portfolio of personal and professional development and networking opportunities, insights and support that are essential for work and life, both during study and beyond. We will develop a new Student Services in the Cloud platform (a virtual Student Services Hub) that provides end-to-end engagement and support for our students.

Engaged University: Our Civic Duty

At Aston, we are a proudly civic University, and our regional and civic engagement aligns with our core mission to collaborate and co-produce mutually beneficial activities with the people who live, work and study in the West Midlands. We're committed to engagement, performance, and our communities in the Midlands and beyond.

A third of our students come from Birmingham, and half come from the wider West Midlands. We inspire school leavers to consider a University education and support them with varied routes to achieve that, with Open Days or access to University through alternative means, including Institute of Technology and Foundation Year or Degree Apprenticeship. 40% of our students work locally once they graduate, helping to reduce skills gaps in the region. Our outward-looking approach puts the needs of the regional economy and our student body first.

We deliver economic growth, productivity enhancement and social impact through five key themes:

Research and knowledge transfer

- We collaborate closely with companies and public sector organisations to pursue new knowledge transfer projects that support and encourage all forms of innovation.

Degree apprenticeships and work-based learning

- One of the UK's leading providers, our Degree Apprenticeships and work-based learning initiatives are specially designed to fill skill gaps in business and industry.

Employability and entrepreneurship

- We value independent thinking and entrepreneurship, with our students well-prepared for the world of business and rank highly for employability.

Regional and civic engagement

- Our regional and civic engagement aligns with our core mission: to collaborate and co-produce mutually beneficial activities with the people who live, work and study in the West Midlands.

Business engagement

- We provide innovative services for new businesses, Small and Medium-sized Enterprises (SMEs) and large companies through our dedicated business support programmes focusing on leadership, innovation, and growth.
- The University has a long-term partnership with Aston Villa Football Club as its official UK University partner.
- Villa Vision raises awareness of the importance of eye health to children in schools and individuals in local communities. This is a project between the Aston Villa Foundation, Aston University's School of Optometry and optical lens supplier, Essilor Vision for Life.
- Aston University was an Official University of the Birmingham 2022 Commonwealth Games. More than 13,000 volunteers helped to organise, run, and manage this event including students and staff from Aston University.

Appointment of Director of Aston Professional

Job description

Job Purpose:

This is an exciting period of strategic transformation at Aston University, Birmingham. [Aston 2030 Strategy](#) is positioning Aston Professional as a major driver of revenue diversification, commercial innovation and employer-led programme growth. The Director of Aston Professional, working alongside the Director of Business Development and Advancement, will be instrumental in identifying and converting new markets, employer sales opportunities, and commercial partnerships. The Director of Aston Professional will lead the design of tailored client propositions; lead high-performing delivery teams; and ensure quality assurance, regulatory compliance and learner satisfaction – all underpinned by a strong commercial and client-centric approach. Integral to the successful delivery of this role will be the use of advanced data analytics, CRM systems and digital technologies to provide commercial insight, pipeline visibility, performance reporting and scalable delivery models.

As a member of the Chief Commercial Officer (CCO) portfolio, the Director of Aston Professional will lead the Commercial Training Development (including commercial Executive Education Programmes); Professional education staff recruitment (including Industry Fellows), Marketing and Business Development; Customer and Client Data Systems; Learner Support and Wellbeing; Professional delivery teams, Degree Apprenticeship Quality Assurance, Compliance (Ofsted) and Reporting (ESFA); Employer Networks, Partnership and Market Intelligence and other activities critical to driving commercial growth, customer satisfaction, compliance excellence and market expansion.

The post holder will have a strategic and operational reach across the University to deliver Aston Professional objectives and outcomes. The post holder will have a track record of client management, demonstrable experience of building commercial pipelines and delivering income growth and have a broad understanding of the curriculum offer and potential new offers considering emerging markets and technologies required by businesses and industry. The post holder will be instrumental in overseeing the Degree Apprenticeship provision and meeting the requirements of Ofsted, OfS, and ESFA, ensuring regulatory compliance is a strategic enabler of commercial growth. The post holder will have established professional networks both within Education and Business and the ability to foster and maintain relationship across Aston University, with a proven track record of implementing a commercial growth strategy in partnership with businesses and industry.

The Director will work closely with the Director of Business Development and Advancement and the Chief Commercial Officer (CCO) to deliver ambitious revenue targets, strengthen key employer accounts, and co-develop commercial strategies that support Aston 2030.

Main Duties and Responsibilities:

- ▶ Lead the transformation of Aston Professional, aligning the structure to Aston 2030 Strategy and the needs of the various stakeholders and the University's commercial growth targets.
- ▶ Develop the operational plans to deliver income growth, market expansion, regulatory excellence and operational effectiveness.
- ▶ Implement consistent and robust quality systems across the service, which are centrally managed and digitally supported, and as appropriate maximise AI, green technologies to enhance efficiency, compliance management and customer experience.
- ▶ Build strong and effective partnerships with other teams across the University to jointly deliver employer-focused, commercially viable professional programmes.
- ▶ Shape and lead a range of commercial market-led, scalable and financially sustainable offerings which are capable of being scaled up as and when required by customers and clients.

- ▶ Lead the commercial growth plan for Aston Professional, working with Business Development & Advancement on pricing models, sales pipeline development, conversion strategies, and key account management.
- ▶ Deliver an exceptional Apprentice Degree programme, which embeds quality and compliance with Ofsted, OfS, and ESFA while growing employer-funded income and ensuring an outstanding apprentice and employer experience.
- ▶ Ensure that accreditation, validation, evaluation and reporting and end-point assessment are embedded and meet the standards of a programme which is working at optimal efficiency.
- ▶ Develop routes into employment by maximising the Partnerships and Employers Networks.
- ▶ Be instrumental in the development of data analytics, KPIs, performance targets, income, and expenditure. This includes commercial performance dashboards, sales forecasting, margin analysis, and employer engagement analytics.
- ▶ Maximise existing partnership arrangements to grow and further develop and commercially scale offerings.
- ▶ Lead on partnership activities to deliver real benefits to a range of organisations including large companies, SMEs, Public and third sectors.
- ▶ Maximise opportunities to work collaboratively with a wide range of organisations to attract funding which delivers skills, knowledge, expertise required nationally, regionally, and locally.
- ▶ Maintain and develop highly effective learner support and wellbeing structures, which lead to successful student outcomes/results.
- ▶ Identify, manage, and address areas of underperformance.
- ▶ Ensure that Health and safety, risk assessments and contingency plans underpin the activities of the Service.
- ▶ Identify, scope, and implement other commercial education and training programmes with clear commercial cases, pricing strategies, speed-to-market processes and measurable return on investment.
- ▶ Pursue other growth opportunities as requested by the Chief Commercial Officer (CCO) in line with Aston 2030 Strategy objectives and proactively collaborate on major commercial initiatives and employer partnerships.

Additional responsibilities

- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities to develop themselves and support the development of others, with strong commercial awareness and compliance capability.
- ▶ Provide visible leadership of compliance, audit, and regulatory teams to ensure Aston's licence to operate is protected while enabling agile commercial decision-making.
- ▶ Build high performing teams within Aston Professional and develop a positive culture that is agile, innovative, and responsive to the needs of the University and external stakeholders.
- ▶ 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	<p>Relevant degree/ postgraduate qualification, or substantial and extensive vocational experience demonstrating professional development and achievement in a series of progressively more demanding, influential, and broad roles.</p> <p>Hold a relevant high-level qualification and or professional membership in e.g., management, marketing, business, or education or in an equivalent related area.</p>	<p>Application form</p> <p>Application Form</p>
Experience	<p>Demonstrable experience in designing, leading, and implementing organisational and process change with sustained evidence-based impact.</p> <p>Substantial experience in developing and managing Professional Services with sustained evidence-based impact.</p> <p>Proven experience delivering commercial success, revenue growth and employer-funded programme expansion for their institution by working with businesses and industry.</p> <p>Evidence of designing and running or overseeing Degree Apprentice programmes with demonstrable regulatory and commercial success.</p> <p>Experience in working at Senior Leadership level, to develop cross University Strategy for engaging with business nationally, regionally, and locally.</p> <p>Financial management and understanding of funding forecasting and implication on numbers.</p> <p>Experience of managing highly effective teams and functions within a regulated and compliance-driven</p>	<p>Application form and interview</p>

	Essential	Method of assessment
	<p>context balancing strict regulatory requirements with commercial agility.</p> <p>Experience working closely with business development, marketing or advancement teams to deliver income targets, pipeline growth and key account management.</p> <p>Evidence of a strong track record of performance management which supports and delivers the University Strategy.</p> <p>A track record of mentoring and developing staff to maximise their performance.</p> <p>Substantial experience developing and maintaining effective networks which include large companies, SMEs, Public and third sectors.</p> <p>Experience in the requirements of OfS and other regulatory bodies (ESFA and Ofsted) with evidence of impact and leading compliance teams to successful external audit outcomes.</p> <p>Experience of writing or contributing to the writing of bids and application process for external funding, including commercial tenders and employer contracts.</p>	
<p>Aptitude and skills</p>	<p>Ability to demonstrate a clear understanding of the HE sector and the challenges it faces, including the commercialisation of professional education, employer demand trends and funding models.</p> <p>High-level strategic thinker with strong commercial acumen.</p> <p>Excellent judgement and creative thinking; ability to resolve complex issues and problems which may arise with a diverse range of stakeholders,</p>	<p>Application form and interview</p>

Essential	Method of assessment
	<p>whilst balancing regulatory constraints with commercial opportunities.</p> <p>Strong communication skills, with the ability to be effective and engaging with different audiences, e.g., at Executive, partnership meeting, senior stakeholders in commercial world etc, including the ability to pitch value propositions and influence senior business stakeholders.</p> <p>Ability to translate regulatory requirements into commercially viable delivery models.</p> <p>A clearly demonstrable commitment to Equality, Diversity & Inclusion.</p> <p>Integrity, collegiality, collaboration, empathy, and action-and-outcome-centred leadership abilities.</p> <p>Demonstrable ability to incorporate continuous improvement in all systems under Professional Services maximising the use of Green Technologies, AI, and Digital systems.</p> <p>Personal flexibility; a supportive approach that promotes a trusting and empathetic work environment.</p> <p>Strong emotional intelligence, with the ability to challenge constructively.</p> <p>Personal resilience, with a supportive approach that promotes a trusting and empathetic work environment.</p>

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: Professor Gurpreet Jagpal

Job Title: Chief Commercial Officer

Email: g.jagpal10@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: 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**.

Please see UKVI guidance for further information on eligibility, knowledge of English requirements and approved test centres <https://www.gov.uk/skilled-worker-visa> You can also find further information on our candidate immigration [web 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 our candidate immigration [web page](#) for further details.

Before you start and Right to Work

Right to Work Check

All employees must complete a Right to Work check before they commence work at Aston. HR will contact you during the onboarding process to arrange your check.

Cost of Living - Estate and Letting Agents

There are numerous Estate and Letting Agents that can help you find suitable accommodation. Useful websites for support and guidance

<https://www.gov.uk/government/publications/how-to-rent/how-to-rent-the-checklist-for-renting-in-england> and <https://www.citizensadvice.org.uk/housing/>

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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