



OPPORTUNITY

Where change gets real.



Reference: 0683-26

Grade: Grade 08

Salary: £38,784 to £46,049 per annum, depending on experience

Contract Type: Permanent

Basis: Full Time

Job description

Job Purpose:

As a key member of the University's communications team, the Student Communications Manager is responsible for the planning, coordination and delivery of student communications across the student lifecycle.

The role ensures communications are timely, relevant and aligned across channels and teams, supporting key university priorities and enhancing the student experience.

Reporting to the Head of Communications, the postholder will take a lead role in coordinating student communications activity across the University, bringing together colleagues to deliver a clear, consistent and effective experience for students.

The role should provide structure and clarity to student communications, driving a shift from reactive activity to a more planned, coordinated and student-focused approach.

Main Duties/Responsibilities

Student communications planning and delivery

- ▶ Plan and deliver student communications across the lifecycle, including:
 - Welcome and enrolment communications across multiple intakes, working closely with the conversion team to ensure continuity and avoid duplication
 - Lifecycle communications aligned to key milestones, including continuation, progression and graduation
- ▶ Lead communications planning and delivery for key student engagement activity, including:
 - Student satisfaction surveys (NSS, PTES, PRES), including communications planning, engagement activity and coordination of promotional assets
 - Biweekly student newsletter
 - Support for major student events
- ▶ Ensure communications support priorities such as student success, wellbeing and employability
- ▶ Support communications during periods of change or crisis, working with senior colleagues to ensure messaging is timely, clear and appropriate

Coordination and alignment

- ▶ Coordinate student communications activity across departments, aligning messaging, timing and priorities
- ▶ Develop and maintain a central communications calendar, improving visibility and reducing duplication or overload
- ▶ Provide guidance to stakeholders to improve consistency in tone of voice, standards and approach

Channels and content delivery

- ▶ Manage student communication channels, including email, digital platforms, the student portal and on-campus channels
- ▶ Ensure effective use of channels, selecting the most appropriate route for different types of communication

- ▶ Lead the creation and delivery of student communications, including writing, editing and proofing content to a high standard
- ▶ Ensure content is clear, engaging, accessible and aligned to agreed tone of voice and priorities

Insight, evaluation and improvement

- ▶ Monitor performance of student communications using data and insight
- ▶ Gather student feedback, including through focus groups or other mechanisms
- ▶ Use insight to inform continuous improvement and recommend changes to approach

Additional responsibilities

- ▶ Engage in ongoing professional development to support personal growth and the development of others
- ▶ Promote a safe, inclusive and respectful environment for staff and students
- ▶ Carry out duties in a way that upholds fairness, trust and the University's values
- ▶ Support the University's equality, diversity, inclusion and sustainability commitments
- ▶ Support key University activities, including Graduation, A Level Results Day and Enrolment, and attend open or offer holder days as required (approximately three Saturdays per year)
- ▶ Other duties commensurate with the role as advised by the Head of Communications and Director of Marketing, Recruitment and Communications.

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"> ▶ Educated to degree standard or equivalent, preferably in a cognate subject (English / Communications) 	Application form and interview
Experience	<ul style="list-style-type: none"> ▶ Experience of delivering large-scale internal communication activities in complex organisations across multiple channels ▶ Strong track record of delivering to agreed timescales and briefs, particularly in fast moving and changeable situations with adaptability to change approach as required ▶ Experience of managing multiple channels including digital and social ▶ Experience of producing communications, suitable for a wide range of stakeholders, adjusting the tone of voice and level of formality as appropriate 	<p>Application form and interview</p> <p>Application form and interview</p> <p>Application form and interview</p> <p>Application form and interview, test</p>
Aptitude and skills	<ul style="list-style-type: none"> ▶ Able to work independently in a fast-paced, complex environment ▶ Exceptional interpersonal skills, capable of building productive working relationships from executive team and across the organisation and inspiring confidence in those they work with ▶ Able to readily grasp complex information and explain it in clear and engaging terms ▶ Understanding of developing and utilising audience insight to inform communications strategy and planning 	<p>Application form and interview</p> <p>Application form and interview</p> <p>Application form and interview</p> <p>Interview</p> <p>Application form and interview, test</p>


	Essential	Method of assessment
	<ul style="list-style-type: none"> ▶ Excellent written and verbal communication skills including copywriting and editing. 	

	Desirable	Method of assessment
Education and qualifications	Professional qualification in internal communication	Application form
Experience	Experience of working in higher education sector	Application form

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: Nicola Jones

Job Title: Head of Communications

Email: n.jones6@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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