

Senior Communications Officer



OPPORTUNITY

Where change
gets real.



Reference: 0758-26

Grade: 07

Salary: £31,236 - £36,636, per annum, depending on experience

Contract Type: Fixed-Term - 18 December 2026

Basis: Full Time

Job description

Job Purpose:

Working with the Communications and Content Manager, the Senior Communications Officer will play a key role in delivering high-quality communications to alumni audiences, with a particular focus on email marketing and social media.

Main Duties/Responsibilities

As part of Communications team:

- ▶ Plan, write and deliver targeted email communications to alumni audiences, including the quarterly Aston for Life newsletter
- ▶ Maintain a consistent and engaging schedule of social media content to promote alumni activity, events and initiatives.
- ▶ Monitor and manage the alumni LinkedIn account, ensuring timely interaction with tagged posts, active engagement with the community, and responses to messages and enquiries.
- ▶ Create and source targeted content for the Aston for Life alumni platform and ARD's other communications channels as required.
- ▶ Support the promotion of the Aston for Life platform
- ▶ Provide editorial support to the Communications and Content Manager for the Aston for Life magazine
- ▶ Alongside the Communications and Content Manager, support the use of analytics and KPI tracking to evaluate the success and value add of the platform and communications programme in general.

As part of the Alumni Relations & Development:

- ▶ Assist with the delivery of digital campaigns and communications that support alumni engagement and fundraising objectives.
- ▶ Contribute to the maintenance and integrity of data recorded on the alumni database (Raisers Edge) ensuring that records are updated as appropriate.
- ▶ Respond to correspondence from external enquirers, as appropriate.
- ▶ Support communications activities around the student-to-alumni transition as required.

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.
- ▶ Postholder will also be expected to support some core university events such as graduation, open days, and recruitment fairs. This may include some weekend days.

Person specification

	Essential	Method of assessment
Education and qualifications	<ul style="list-style-type: none"> ▶ Relevant degree or substantial relevant experience 	Application form
Experience	<ul style="list-style-type: none"> ▶ Writing and collating copy for e-newsletters and the web. ▶ Applying brand guidelines (including tone of voice guidelines) to communications. ▶ Using data and analytics to measure the success of communications campaigns and inform objectives. ▶ Producing video and/or podcast content. ▶ Experience of having worked in alumni relations, fundraising, marketing, membership management or volunteer management. 	Application form/interview
Aptitude and skills	<ul style="list-style-type: none"> ▶ Demonstrable ability to write clearly and succinctly, following a brief. ▶ Able to adapt existing copy to suit a particular audience. ▶ Excellent attention to detail and accuracy. ▶ Excellent interpersonal and verbal skills; able to handle incoming requests with tact and diplomacy. ▶ Able to organise tasks effectively and meet tight deadlines. ▶ Excellent IT skills (Word, Excel, PowerPoint). ▶ Highly motivated, confident, resilient and possessing a positive attitude. ▶ Excellent team-working spirit. 	Application form/interview

	Desirable	Method of assessment
Experience	<ul style="list-style-type: none"> ▶ Experience of the Higher Education sector. ▶ Experience of contributing to online communities, platforms or online training and development programmes. ▶ Experience of proof-reading, copyediting or journalism. ▶ Knowledge of the Adobe Creative suite of programs (Photoshop, Premiere Pro etc.) ▶ Experience of data handling practices as set out in the General Data Protection Regulation (GDPR). ▶ Using large relational databases, preferably Raisers Edge, to extract data and inform objectives. 	

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: Lauren Gale

Job Title: Senior Communications Officer

Email: l.gale@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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