

Marketing and Communications Officer



OPPORTUNITY

Where change
gets real.



Reference: 1221-26

Grade: 07

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

Contract Type: Fixed-Term (9-month maternity cover)

Basis: Full Time

Job description

Job Purpose:

The Marketing and Communications Officer will support and enhance the student and staff experience through clear, effective communications, campaigns, and projects. The role will support communications across a variety of channels, with a particular focus on the One Aston intranet and the student portal.

Reporting to the Internal Communications Manager, the postholder will contribute to producing content that resonates with the university community and collaborate with colleagues across departments to deliver communications that support strategic goals, change management, and engagement.

Main Duties/Responsibilities

- ▶ Support the delivery of internal communication plans for staff and students, working closely with the Student and Internal Communications Managers and other colleagues across the University
- ▶ Coordinate with and support content owners and producers across the organisation, ensuring content for the intranet and student portal is relevant, user-friendly, inclusive, and engaging
- ▶ Work closely with the Student and Internal Communications Managers to develop content for various communication channels, including the intranet, email, and other digital platforms
- ▶ Assist in delivering communication campaigns for university initiatives, events, and projects, tailoring messages for different audiences while ensuring they align with strategic priorities
- ▶ Liaise with university departments to gather information, coordinate messaging, and ensure the timely dissemination of communications
- ▶ Monitor the effectiveness of communication activities, providing regular feedback and reports to senior stakeholders to inform improvements in communication strategies
- ▶ Assist in crisis or urgent communications, ensuring accurate and timely information is delivered to the university community
- ▶ Maintain a consistent tone of voice and style across all internal communications, ensuring alignment with university branding guidelines

Additional responsibilities

- ▶ Engage in ongoing personal and professional development to stay informed about best practices in communications, digital content management, and trends in higher education
- ▶ Promote diversity, inclusivity, and well-being in all communications and support the university's environmental sustainability initiatives
- ▶ Contribute to the health, safety, and well-being of students and staff through clear and effective communication
- ▶ The post holder will be expected to support key university activities including Graduation in July, A Level Results Day in August, Enrolment in September and may be required to work at open days/applicant days (circa three Saturdays per year)

Person specification

	Essential	Method of assessment
Education and qualifications	▶ Related undergraduate degree or equivalent experience.	Application form
Experience	▶ Proven experience in managing communications across multiple channels, with a particular focus on intranet or digital platforms. ▶ Experience in creating and editing content for diverse audiences, ensuring clarity, accessibility, and engagement. ▶ Experience working in a fast-paced environment, delivering to tight deadlines and adapting to change.	Application form and interview
Aptitude and skills	▶ Strong written and verbal communication skills, with a keen eye for detail in editing and proofreading. ▶ Ability to work collaboratively across departments and build strong working relationships with key stakeholders. ▶ Proficient in using digital platforms and content management systems (CMS), with an understanding of user experience and web content management. ▶ Ability to prioritise and manage multiple projects simultaneously.	Application form and interview

	Desirable	Method of assessment
Education and qualifications	▶ Professional qualification in internal communication, or equivalent training	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.



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: Peter Kiddle

Job Title: Internal Communications Manager

Email: p.kiddle@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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