

Deputy Director of Marketing & Student Recruitment



OPPORTUNITY

Where change
gets real.



Reference: 1269-26

Grade: 10

Salary: £58,225 to £67,468 per annum, depending on experience

Contract Type: Permanent

Basis: Full Time

Job description

Job Purpose:

The role holder will be responsible for delivering on our student recruitment targets of over £80M in tuition fees per annum through devising and implementing an effective student marketing and recruitment strategy. Responsible for all international and domestic student marketing across our omni-channel portfolio, leading campaigns and activities including lead generation, enquirer and applicant conversion plans, CRM, widening access and participation, market research and portfolio development. Working with our Deputy Director (Content) to ensure our website meets the needs of our student recruitment audiences, and that our content and campaigns build our brand to deliver applications and enrolments.

Lead our Market Research Team, UK Recruitment & Outreach Team, Paid Media & Campaigns Team, International and Omnichannel Marketing Team, and our CRM and Conversion Team, ensuring each team provides an excellent contribution to our student recruitment objectives and that they work seamlessly to provide an excellent customer journey.

Help lead the wider department to ensure all our recruitment, brand and reputation targets are met, and colleagues are working seamlessly together to provide a sector-leading marketing, communications and admissions service. Manage staff and financial resources efficiently and effectively to deliver maximum ROI and meet the Aston 2030 targets.

Main Duties/Responsibilities

- ▶ Developing and implementing sector-leading enquirer and applicant conversion programmes, ensuring they are informed by insight to meet audience need, build our brand, and provide an excellent customer journey which deliver high conversion rates.
- ▶ Lead on our paid media strategy, ensuring campaigns deliver maximum student numbers and provide excellent ROI, make data-informed decisions relating to advertising spend, ensuring all aspects of the customer funnel are optimised.
- ▶ To provide effective leadership of the portfolio, ensuring all teams are high performing with a culture of continuous improvement, innovation and efficiency, delivering sector-leading work.
- ▶ Utilise our market research function effectively to shape our product offerings (eg programme pricing, programme entry criteria) and our marketing strategies, to achieve the Aston 2030 strategy.
- ▶ Develop and maintain excellent relationships with our Executive Deans, College Deans and College leadership teams, to plan and execute college-level and course-level marketing strategies, responding to their priorities and guiding colleagues, and delivering, activities which offer the most value.
- ▶ Ensure our resources are optimised to deliver maximum income across our omni-channel product offering and recruitment intakes, across multiple market segments, monitoring application and conversion data and adjusting activity as appropriate, making data informed decisions to meet financial targets.
- ▶ Ensure campaigns, content and creative reflects our brand strategy and Future Student Proposition, ensure effective quality control to build and protect our brand.
- ▶ To keep knowledge up to date of all policy relevant to marketing and student recruitment including data protection law, OFS guidance, UCAS policies etc.
- ▶ Deliver on our Access and Participation Plan commitments, ensuring our activities follow best practice and are best shaped to meet our access targets, and keep knowledge up to date on OFS access policy.

- ▶ To work with the Deputy Director (Content) to ensure the website delivers an excellent customer journey for our student recruitment audiences, monitoring digital campaign effectiveness and adjusting content as necessary.
- ▶ To keep abreast of competitor marketing activity, advising the Director of Marketing, Communications and Student Recruitment and other executives as appropriate.
- ▶ To use innovative marketing methods, reflecting our position as a leading university of science, technology and enterprise, and to keep abreast of the latest marketing techniques.
- ▶ To ensure our open days and (working with the Director of Admission) offer holder days provide maximum conversion rates and an excellent visitor experience.
- ▶ Set clear KPIs and develop a data-driven and customer-first culture across the teams, ensuring work is prioritised effectively, operations are efficient and effective, and delivering sector-leading marketing and recruitment.
- ▶ To lead the marketing element of our Clearing campaign and operations.
- ▶ To work at Open Days and Offer-holder Days, including circa 4 Saturdays across the year.
- ▶ Other activities as appropriate in line with the role.

Person specification

	Essential	Method of assessment
Education and qualifications	▶ Related undergraduate degree or equivalent experience.	Application form
Experience	▶ Significant experience leading multi-disciplinary marketing teams within a large university or similar organisation ▶ A strong track record of devising and delivering effective marketing activities, delivering strong ROI and meeting financial targets ▶ Experience of driving through improvements and motivating large multi-disciplinary teams ▶ Experience of managing large, complex budgets to deliver multiple objectives	Application form and interview
Knowledge & skills Aptitude and skills	▶ Substantial knowledge of the marketing mix, including CRM, advertising, brand, social media and market research ▶ Significant knowledge of digital marketing techniques, including SEO, PPC, social media, email marketing ▶ Commitment to equality & diversity ▶ Ability to lead and motivate a team, set a clear vision and obtain an excellent performance from a large team ▶ Ability to tackle poor performance, have difficult conversations	Application form and interview

	▶ Coaching or leadership qualification ▶ Track record of negotiating and persuading academic staff in a university setting	
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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: Charlotte Renwick
Job Title: Director of Marketing, Communications and Student Recruitment
Email: c.renwick@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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