



Commercial Projects Lead

Applicant Information and Job Description and Person Specification

Summary

Aston Students' Union (SU) is a membership organisation for students studying at Aston University. The SU is led by elected student officers supported by a staff team. It is an independent charity and company that exists to impact positively on the life of Aston University students. The SU provides a range of services to enhance the student experience. Services are varied and include advice and support, a student representation framework, over 100 clubs and societies, an accommodation service, headline annual events alongside much more.

Job Summary

The Commercial Projects Lead will drive the financial and operational growth of Aston Students' Union by leading key commercial initiatives and projects. The role focuses on developing income streams across conferencing, events, retail, media, and partnerships, ensuring all activity aligns with the Union's student-focused mission and values. Working collaboratively with internal teams and external partners, the postholder will coordinate sponsorships, media sales, and new business opportunities while supporting strategic planning and feasibility studies. Acting as a central project lead, they will manage delivery timelines, budgets, and performance reporting to enhance commercial outcomes. This role requires strong communication, analytical, and project management skills, with a focus on innovation, collaboration, and continuous improvement to strengthen the Union's financial sustainability and impact for students.

Principle Purpose of Job:

The Commercial Projects Lead will play a central role in supporting the financial and operational development of Aston Students' Union by coordinating commercial initiatives and key organizational projects. This role focuses on enhancing income generation through collaboration, innovation, and structured project delivery, with a student-focused and values-driven approach.

Work Location:

Aston University Campus: Aston Students' Union, B4 7BX

Responsible to:

Operations & Commercial Services Manager

Equality, Diversity and Inclusivity

Aston Students' Union is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on Race, Age, Disability, Sex, Sexual Orientation, Gender Reassignment, Religion or belief, Marriage and Civil Partnership or Pregnancy and maternity or any other protected characteristic. If you require any reasonable adjustments to assist you in the application or interview process, please get in touch to discuss your needs.

Main Duties and Responsibilities:

1. Commercial Development

- Identify and support income-generating opportunities across the SU, including, conferencing and events, space hire, hospitality & retail and service development.
- Work with relevant departments (e.g. Communications & Marketing) to develop and coordinate media sales activities such as digital screens, website advertising, social media sponsorships, and corporate promotions.
- Contribute to the design of sponsorship packages and media decks aligned with SU brand values.
- Collaborate with external partners, advertisers, and student media where applicable.
- Conduct financial analysis and forecasting to support commercial planning.
- Develop new income stream areas, that remained student focused
- Develop the revenue potential of current events, activities and students' union -run opportunities
- Ensure commercial activities are student-focused and mission-aligned.

2. Strategic & Operational planning

- Support the implementation of the SU's commercial strategy.
- Assist with short/ medium/long -term income planning across various functions.
- Work with senior staff to develop future project scopes and feasibility plans.
- Input into business cases for commercial and cross-functional proposals.

3. Cross-Departmental Collaboration

- Act as a key liaison between Operations & Commercial Services and other Union teams.
- Facilitate working groups and taskforces for project and event delivery.
- Share insights, commercial performance updates, and lessons learned across departments to embed continuous improvement
- Act as the lead Project Manager and delivery lead for identified projects and events through the year

4. Stakeholder Engagement & Representation

- Engage with University staff, commercial and external partners, and student groups to enhance partnership opportunities.
- Represent the Union at external meetings, forums, and commercial networks as required.

5. Governance and Reporting

- Maintain accurate records of project plans, income targets, and commercial outputs.
- Ensure compliance with financial regulations and internal governance structures.
- Contribute to board papers and internal reporting mechanisms as needed.
- Provide regular updates and reporting to the Operations & Commercial Services Manager

General Responsibilities:

- Contribute to the broader goals and values of Aston Students' Union through participation in staff-wide initiatives and events.
- Attend regular team meetings, one-to-ones, and development sessions.
- Undertake training relevant to the role and proactively identify development opportunities.
- Maintain high standards of professionalism, confidentiality, and customer service.
- Support the Union's commitment to equality, diversity, and inclusion.

Standards

- A. The post holder will be expected to both professionally and personally, display a positive image of Aston SU.
- B. The post holder will be expected to uphold the values of Aston SU and demonstrate high standards of professionalism, respect for others, integrity and accountability.
- C. To actively demonstrate commitment to equality, diversity and inclusion.
- D. The post holder will be expected to abide by the Union's various policies such as the Equality and Diversity policy and the Anti Bullying and Harassment policy at all times.

Person Specification

Essential:

- Experience supporting or managing commercial operations (retail, media, events or venue hire)
- Experience collaborating across internal teams or departments
- Strong communication and stakeholder relationship skills
- Comfortable with commercial data, budgets, and forecasting
- Organised and delivery-focused with attention to detail
- Proven track record in driving commercial revenue / income generated
- Competent in Microsoft Office (especially Excel, Teams, and project tracking tools).

Desirable:

- Experience within a Students' Union, charity, or HE environment
- Project management qualification (Prince2, Agile, APM etc.)
- Strong project coordination or project management skills
- Experience working with marketing and comms teams on commercial outputs
- Knowledge of student demographics and SU sector trends
- Knowledge of local (Birmingham) business or media market
- Familiarity with sponsorship tools/platforms

Applicant information

- Starting salary; £31,266 – £36,636
- Job type: Fixed Term – 18 Months; Full Time; 36.5 hours per week.
- Pension; 7.5% Employer Contribution

- Free NUS Totum Card.
- If you would like to clarify any information or have an informal chat about the role, please email s.hussain30@aston.ac.uk.
- To apply, please send a CV and covering letter to our HR, Governance and Admin Coordinator, Shadab Hussain on s.hussain30@aston.ac.uk. The covering letter should detail how you meet the criteria required for the role.
- **Application closing date:** 12 noon on Wednesday, 29th October 2025
- **Interview date:** TBC