



Marketing Assistant

Applicant Information and Job Description and Person Specification

Summary

Aston Students' Union (ASU) 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. We have an exciting new role in our Marketing and Communications team.

Job Summary

As a Marketing Assistant you will play a key role in supporting the broader activities of the marketing department and contributing to the smooth delivery of our campaigns and communications. Working closely with the Deputy Marketing & Communications Manager(s) and wider team, you will assist with a variety of tasks including coordinating administrative processes, gathering insights to inform marketing decisions, and ensuring strong communication across our marketing channels.

You will also be supporting our external partnerships by monitoring media bookings and coordinating their delivery, and you will also be contributing creatively by filming and editing engaging social media content, as well as writing clear and compelling copy for news articles, website updates, and other promotional materials.

Principle Purpose of Job: This role encompasses a well-rounded range of marketing responsibilities, including administrative support, insight gathering, coordination of media booking activity, and hands on creative work across social media content production and copywriting. The Marketing Assistant will help strengthen the brand's presence, improve campaign effectiveness, and contribute to the overall success of the marketing department.

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

Responsible to: Deputy Marketing and Communications 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:

A. Administrative Support:

- Provide administrative assistance to the marketing team, including monitoring external media bookings and executing deliverables.
- Assist in the preparation of marketing materials, presentations, and reports.
- Maintain accurate records and files, both electronically and in physical format.

B. Process and system improvement:

- Identify opportunities to streamline marketing processes and improve efficiency.
- Document marketing workflows, procedures, and best practices to ensure consistency and knowledge sharing.
- Ensure accurate media file and asset management, to maintain quality and integrity.
- Assist in the development and implementation of marketing operation policies and guidelines.

C. Social Media Content Creation:

- Develop innovative and visually appealing social media content that aligns with the brand identity and resonates with our target audience.
- Create engaging and shareable posts, captions, and stories for different social media platforms, such as Instagram, Facebook, Twitter, LinkedIn, TikTok and others.
- Contribute to the smooth running of SU events by producing promotional marketing materials during the lead-up to the event and on-the-day live coverage.
- Involve Student Officers in digital content production and provide guidance and support to improve their own marketing communications.
- Research creative content ideas to achieve campaign goals and keep up with trends.

D. Copywriting and proofreading

- Write engaging blog posts and articles to deliver information in a fun and concise manner.
- Proofread and edit copy submitted by other departments to ensure high levels of grammatical accuracy.

E. Content Calendar Management:

- Collaborate with the Marketing & Comms Coordinator and team to develop a social media content calendar that aligns with marketing campaigns, and overall objectives.
- Schedule and publish content on various social media platforms using social media management tools.

F. Reporting and Analysis:

- Generate regular reports on marketing activities, campaign performance, and key metrics.
- Assist in analysing marketing data and metrics to identify trends, insights, and areas for improvement.
- Provide recommendations based on data analysis to enhance marketing strategies and optimise campaign effectiveness.

General Responsibilities:

- A. Any other duties reasonably required by the Deputy Marketing and Communications Manager(s) or Senior Management team.
- B. Support day-to-day delivery of the marketing and communications service, coordinating with marketing and communications team members, processing organisation-wide marketing requests and ensuring consistent high levels of service delivery.
- C. Develop creative, appropriate and effective responses to service requests, finding the best solutions and regularly trying and testing new tactics.
- D. Produce regular analytical reports along with the Marketing and Communications Coordinator, reflecting on important engagement and marketing metrics, the impact of different methods of communication and proposed strategy changes.
- E. Co-ordinating with other areas of the Students' Union
- F. Co-ordinating with SU Security, Estates and Campus Safety whenever appropriate.
- G. Ensuring that day to day activities embrace sustainability and reduce the impact upon the environment by minimising waste and maximising recycling; saving energy; minimising water usage and reporting any electrical faults, water leakage or other environmental concerns to the facilities or line manager etc.

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

Criteria	(E) Essential (D) Desirable
Experience	
Social media management and content creation for businesses or brands. (This could include internships, previous job roles, or a personal portfolio showcasing social media work).	E
Experience of office management and administrative systems	E
Experience working within a Students' Union, governance or democratic environment.	D
Experience working within a marketing/communications role.	D
Knowledge	
Strong understanding of various social media platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok) their features, and best practises for content creation and engagement.	E
Proficient in Microsoft office suite.	E
Familiarity with graphic design tools such as Canva or Adobe Creative Suite.	E
Strong understanding of the organisation's brand identity, values and target audience.	E
Knowledge and experience working with DSLR cameras for photography and videography.	D
An understanding of current higher education needs and issues.	D
Familiarity with email marketing and CRM systems.	D
Skills	
Produce engaging and visually appealing content across social media, news articles etc.	E
Highly organised and able to manage multiple tasks and meet tight deadlines.	E
Strong written and verbal communications skills.	E
Confident in collaborating with team members, stakeholders, and external partners.	E
Self-motivated and driven to take a proactive approach to improving the departments efficiency and solving problems.	E

Applicant information

- This role is only available to current Aston students who will be available to work on campus from April 2026 through the next academic year 2026/2027.
- Starting salary: £12.71 per hour
- Job type: Casual (zero hour contract).
- If you would like to clarify any information or have an informal chat about the role, please email: marketing@union.aston.ac.uk
- To apply, please send a CV and covering letter to the Marketing Department on marketing@union.aston.ac.uk. The covering letter should detail how you meet the criteria required for the role.
- Application closing date: Thursday 2nd April 2026 11:59pm
- Interview date: TBC