Dublin City University
DCU Business School
Marketing and Development Officer (Grade IV)
Permanent Contract

An innovative and dynamic Business School, DCUBS offers an extensive range of research and taught programmes at undergraduate, postgraduate, executive and doctoral levels. DCU Business School is recognised nationally and internationally for the outstanding quality of its business education programmes. Our teaching, learning and research activities are strongly influenced by the core guiding principles of relevance and excellence. The School is accredited by AACSB and AMBA and our programmes have relevant professional accreditations. DCU Business School is an engaged, innovative internationally-focused school which prides itself on its excellent reputation for impacting students, the academic community, industry and wider society.

Overview of the Role

The Marketing and Development Officer will carry a significant responsibility for the marketing and branding of DCU Business School and will coordinate our interaction with relevant internal units within DCU, external business partnerships and on all social media sites and digital advertising. The appointee will report to the Senior Communications and Alumni Relations Officer in the School. Other key internal relationships within the School include the Executive Dean of DCU Business School along with other administrative and academic staff. External relationships include prospective students, marketing and communications agencies, industry partners, government agencies, schools, partner universities and alumni.

Duties and Responsibilities:

The principal duties and responsibilities of the position include but are not limited to the following:

- Contributing to the strategic development of the marketing function of DCU Business School and the development and implementation of an annual marketing plan
- Development of marketing collateral, including undergraduate, postgraduate and executive prospectuses
- Development of marketing campaigns based on DCU Business School’s goals, for example: student recruitment, alumni engagement, industry engagement.
- Planning and monitoring digital marketing, advertising and other marketing campaigns for DCU Business School
- Management of social media/networks platforms
- Updating and optimisation of DCU Business School website
- Analysing and managing performance of various marketing campaigns
- Planning and managing interaction with leads generated and applications to postgraduate programmes
- Managing relationships with all internal and external stakeholders
- Liaising with the Communications and Marketing department to enhance the PR profile of DCU Business School
- Providing support in fostering relationships with the business and professional community
- Preparation of briefing documents for development initiatives
- Promotion, strengthening and development of alumni relationships
- School liaison and student recruitment activities, including attending graduate fairs. This may include international travel.
- Any other duty as may be assigned from time to time.

**Qualifications and Experience:**

Applicants should have a primary degree in a relevant discipline ideally in the areas of Marketing and Communications. In addition it is desirable that the candidate have:

- Have relevant experience in a marketing role, ideally in managing digital marketing activity.
- Excellent writing skills including the ability to write engaging, error-free copy for reports, brochures, social media and website content.
- Excellent IT skills including knowledge of Microsoft Office package.
- Prior experience and understanding of digital marketing including social media campaigns, website optimisation, email marketing, CRM would be a distinct advantage.
- Basic design skills and knowledge of Drupal, Google Ad Words, SEO management would be an advantage.

**Competencies required for this post are:**

- **Personal Effectiveness/Excellence:** Continuously strives to learn about how things are done, why they are done that way and how the role impacts on everything. Is effective in planning and managing their workload.

- **Communication:** Communicates in a clear manner and actively listens and engages to gain understanding. Uses a variety of communication methods in a professional way and appropriate to the audience.

- **Problem Solving and Decision Making:** Is capable of analysing and interpreting information to identify key issues when solving problems. Knows when to consult with others to inform decision making.
• Knowledge of Processes & IT: Shows a willingness to engage with both processes and technology.

Salary: €34,625 - €51,750
Appointment will be commensurate with qualifications and experience and will be made on the appropriate point of the Admin Assistant salary scale, in line with current Government pay policy.

Closing date: 8th December 2017

Informal Enquiries:

Informal enquiries may be addressed to Caroline Enright, Senior Communications and Alumni Relations Officer, DCU Business School (caroline.enright@dcu.ie)

Please do not send applications to this email address, instead apply as described below.

Application Procedure

Application forms are available from the DCU Current Vacancies (open Competitions) website at http://www.dcu.ie/vacancies/current.shtml and also from the Human Resources Department, Dublin City University, Dublin 9. Tel: +353 (0) 1 7005149.

Please clearly state the role that you are applying for in your application and email subject line: Job Ref No: 712 Marketing and Development Officer

Applications should be submitted by email to hr.applications@dcu.ie or by Fax: +353 (0)1 7005500 or by post to the Human Resources Department, Dublin City University, Dublin 9.Human Resources Department, Dublin City University, Dublin 9. Tel: +353 1 700 5149; Fax: +353 1 700 5500 Email: hr.applications@dcu.ie

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