DCU BUSINESS SCHOOL

Senior Communications and Alumni Relations Officer
Administrator I
Fixed Term Five Year Contract

DCU Business School is a young and dynamic school whose history is marked by steep upward development. From the outset, our guiding voices were those of industry and students and, as a result, we are today distinctive for our deep and responsive industry engagement and our close concern with the success of our students. From those beginnings in the 1980s, and particularly over the last ten years, DCU Business School has developed an excellent research profile characterised by its industry relevance and a strong international reach. 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.

Role

Working as part of a team, the Senior Communications and Alumni Relations Officer will develop, lead and manage the communications strategy for the School. This role is critical to the enrichment of the School’s international and national reputation and entails overseeing communication with external stakeholders, including the marketing of the School’s activities, managing the School’s brand, PR and media engagement. Additionally, the role embraces leadership concerning internal communications with faculty, students and other parts of the university and there will be a particular focus on enriching engagement with the School’s fast growing Alumni community.

Main Duties and responsibilities

Reporting to the Executive Dean, and working in co-operation with other members of the School’s Management Board and faculty/staff as appropriate, the Senior Communications and Alumni Relations Officer will:

• Develop and manage the communications strategy for the School, which will encompass multiple external and internal stakeholders. This strategy will embrace: brand management; the marketing of programmes, research and other strategic activities; media communications; internal communications; and the enrichment of communications and engagement with our Alumni community.
Translate the communications strategy into annual plans (to include financial considerations). Implement these strategy/plans according to agreed timelines and metrics and prepare regular update reports.

Lead engagement and communication with the School’s Alumni community, which will include: coordinating and managing business, social and networking events and services for Alumni; enabling active engagement of Alumni in DCU Business School’s teaching, research and industry engagement activities; managing regular multi-media communication with our Alumni; overseeing data-management and Alumni engagement reporting.

Develop new communications initiatives providing recommendations to the Executive Dean and Management Board.

Oversee the management of the School’s website and its use of social media.

Assume responsibility for the management the staff working within the team in the School.

Build strong working relationships within the School and also with relevant units in the University (e.g. Marketing and Communications Office, Alumni Office) and external to the University.

Contribute to School-wide management activities such as: Strategy development and implementation; Accreditation and quality assurance processes; Performance Management and Development Scheme; Industry engagement activities; Commercial activities.

Additional duties and responsibilities may be assigned at the discretion of the Executive Dean to meet strategic objectives. This job description is indicative and is not intended to provide an exhaustive list of duties.

Requirements/Qualifications

Applications are invited from experienced business professionals with a track record of achievement and leadership. The successful candidate will:

- Hold an honours Bachelor degree and is likely to have achieved higher qualifications, such as a Master’s degree and/or a professional qualification.
- Have a minimum of 10 years professional experience taking the lead at times in the area of communications, marketing, relationship management or a related field.
- Have significant experience of brand management and marketing with evidence of stakeholder impact and managing stakeholder relationships at a senior level.
- Have experience of event management, public relations and media engagement.
- Have a record of achievement in overseeing social media and digital marketing activities.
- Have a track record of achievement in the delivery of strategic and operational initiatives and targets.
- Provide clear evidence of managing effectively the performance of a business unit or team.
- Have excellent written and oral communication skills and outstanding interpersonal and organisational skills.
- Be highly professional, with strong personal and professional integrity and ethics.
• Be highly motivated, able to work under pressure to tight deadlines, with the capacity to adapt in a dynamic, fast changing environment.

Knowledge and experience of the education sector (nationally and internationally) is not required, but is desirable.

**Salary Scale: €49,967 to €68,393**
Appointment will be commensurate with qualifications and experience, and will be made on the appropriate point of the Administrator I salary scale in line with current Government pay policy.

**Closing Date:** 27th April 2017

**Informal Enquiries:**
Informal enquiries may be addressed to Professor Anne Sinnott, Executive Dean, DCU Business School (anne.sinnott@dcu.ie)

**Application Procedure**
Application forms are available from the DCU Current Vacancies (open Competitions) website at [http://www.dcu.ie/vacancies/current.shtml](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 527 Senior Communications and Alumni Relations 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. Tel: +353 1 700 5149; Fax: +353 1 700 5500 Email: hr.applications@dcu.ie

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