



Research Centre: The Irish Institute of Digital Business (dotLAB)

Post Title: Research Assistant

Post Duration: 12 Month fixed term contract

DCU Business School

An innovative and dynamic Business School, DCU Business School 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.

The Irish Institute of Digital Business

The Irish Institute of Digital Business is an institutional research centre located in Dublin City University. It was established in December 2018 with the vision for the research centre to be an internationally recognised centre of excellence for theoretical and applied research that investigates and accelerates the adoption of digital technologies and the transformation of business using these technologies. The Irish Institute of Digital Business builds upon the legacy and achievements of the Irish Centre for Cloud Computing and Commerce (IC4), expanding the focus of its work from cloud computing to social, mobile, analytics and blockchain technologies. The mission of the research centre is to develop an academic research environment that will foster innovative and high quality multi-disciplinary and inter-disciplinary research and support the development of both faculty and research. The economic mission of the centre is to transfer research insights and outcomes to DCU's student body and the national industry base to accelerate the adoption of digital technologies, optimise digital processes and, as a result, transform those businesses.

Overview of the Role

The successful candidate will work on research and applied digital marketing projects with SMEs. They will drive client's projects end-to end, bringing digital marketing optimisation, web design and content development to the table.

Duties and Responsibilities

The responsibilities of the role will include but not be limited to:

- Contribute to and drive forward the IIDB marketing and communication plan.
- Undertake applied research with SMEs on digital marketing transformation and optimisation through targeted funding and under the EI Innovation voucher programme.
- Develop and implement actionable digital marketing plans for IIDB clients.

- Build and design WordPress websites in line with client's requirements, complete QA revisions and UX/usability testing.
- Craft well-structured and innovative optimisation strategies for online and offline marketing.
- Provide SEO analysis and recommendations; perform on-site and off-site optimisation in line with SEO best practices.

Qualifications and Expertise

Applicants should have a primary degree in a relevant discipline, ideally in the areas of Marketing and Digital Business and have relevant experience in a digital marketing role. In addition, it is desirable that the candidate have:

- Knowledge of and experience in HTML/CSS and website maintenance, particularly using WordPress.
- Demonstrated experience in using major digital tools relating to digital marketing i.e. social media marketing, search engine optimisation, website optimisation, paid advertising and email marketing.
- Ability to analyse digital performance; fluency in web analytics tools and social media monitoring platforms.
- Strong content marketing and editorial skills.
- Experience with creating compelling messages for various target demographics and stakeholder groups in addition to segmentation and persona creation.
- Presentation and basic graphic design skills.
- Ability to meet strict deadlines and learn on the fly.

Salary Scale: €22,109 - €34,612*

**Appointment will be commensurate with qualifications and experience and will be made on the appropriate point of the Research Assistant Salary Scale, in line with current IUA Researcher Salary Scales.*

Closing Date: 18th March 2019

Informal Enquiries

Informal enquiries may be addressed to Professor Theo Lynn, DCU Business School, Dublin City University, Dublin 9. Email: theo.lynn@dcu.ie.

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

Application Procedure

Application forms must be submitted along with a CV and cover letter. 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) 1 700 5149.

Applications should be submitted by email to hr.applications@dcu.ie or by post to the Human Resources Department, Dublin City University, Dublin 9

Please clearly state the role you are applying for in your application and email subject line: Job Ref: #1175 Research Assistant in The Irish Institute of Digital Business.

Dublin City University is an equal opportunities employer