

Safefood Research Fellowship in Digital and Social Media Marketing

(Up to 3-Year Full-Time Fixed Term Contract)

The Irish Centre for Cloud Computing & Commerce (IC⁴)

A multi-institutional, multi-disciplinary research centre located at Dublin City University (DCU), and includes researchers from University College Cork (UCC) and Athlone Institute of Technology (AIT). IC⁴ is one of a number of Technology Centres, funded by Enterprise Ireland and the IDA, whose mandate is to carry out applied research in areas that are chosen by its business members.

IC⁴'s team of over twenty researchers is focused on carrying out leading edge, applied technical and business research in the area of cloud computing, cloud analytics and related technologies, with a mission to work with businesses to accelerate the development and adoption of these technologies.

Safefood – the Food Safety Promotion Board

safefood is an all-island implementation body set up under the British-Irish Agreement with a general remit to promote awareness and knowledge of food safety and nutrition issues on the island of Ireland. Safefood's communication strategy includes targeted public awareness campaigns to promote food safety and nutrition among consumers, which is aimed at the long term reassurance of the public. See more at: <http://www.safefood.eu/>

Position

As a result of the increasing collaboration with external bodies, DCU in association with Safefood has a vacancy for the position of Research Fellowship in Digital and Social Media Marketing. The Fellowship Programme will be based on the assignment of tasks on topics related to Digital and Social Media Marketing selected by Safefood and will involve designated staff members at DCU. The duration of the Fellowship will not exceed a period of three years.

The purpose of this Fellowship is to facilitate the bi-directional movement of academic and public health research. The Safefood Research Fellowship will be awarded to an academic researcher wishing to spend time in Safefood practicing digital marketing, while pursuing a PhD on a part-time basis. Funding will be available for Ph.D fees under the Fellowship to pursue an agreed research programme which combines food-related social marketing and data analytics. Appropriate training will also be provided.

The Research Fellowship will be primarily based in Safefood's Dublin Offices and will spend at least one day per week in DCU. This position, funded by Safefood, will be supervised by Professor Theo Lynn, Associate Dean for Industry Engagement & Innovation in DCU Business School and the Lead Principal Investigator for IC⁴.

This is an ideal position for a self-motivated Marketing and Communications Researcher who would like to work in a dynamic research environment, promoting health behaviour change and working at the leading edge of digital technology.

Job Description

safefood's communications strategy includes targeted public awareness campaigns to promote food safety and healthy eating among consumers. The fellow will explore broader market insights and strategies around online consumer engagement using best practice to help inform the strategic direction of **safefood's** online communications and the creation of **safefood's** communication messages.

The fellow will assist the marketing and communications directorate by providing in-depth analysis of our digital assets and social channels to evaluate effectiveness. The fellow will provide additional social media knowledge to the marketing and communications team and will be tasked with assisting in the design and implementation of the communications programme(s) and day-to-day consumer engagement.

Duties and responsibilities of the role include:

- Assisting the marketing and communications directorate in ensuring that the needs of consumers and other Safefood stakeholders are met by the provision of digital information, advice and resources in accessible and relevant forms
- Monitoring of online consumer engagement on food and health issues on the island of Ireland and incorporating into content development strategies
- Influencer mapping on the food and health domain
- Deepening social and digital evaluation and tracking
- Assistance with the development of an online monitor to track food safety and nutrition knowledge, attitudes and behaviour's to align with our off-line safetrak research.

Criteria

- Masters in Marketing or a relevant discipline, and be able to clearly demonstrate that they have studied digital / social media marketing in either the Masters or Degree qualification

- Practical experience of social marketing and/or public health promotion campaigns would be desirable although not essential
- Demonstrable achievements in delivering results
- Excellent attention to detail
- Excellent report writing and presentation skills
- Capability of working effectively within a team to achieve results
- Excellent organisational and communication skills
- High level of initiative

Salary scale: *€21,000 - €24,000 per annum

**Salary will be commensurate with qualifications and experience*

** In addition, funding will be available for part-time Ph.D fees under the Fellowship*

Closing date: 22 November 2015

Informal enquiries to:

Professor Theo Lynn; Email: theo.lynn@dcu.ie, Tel: +353 (0)1 700 6873

Application Procedure

Application forms are available from the DCU Current Vacancies (open Competitions) website at www.dcu.ie/vacancies/current.shtml and also from the Human Resources Department, Dublin City University, Dublin 9. Tel: +353 (0) 1 700 5149

***Please clearly state the role you are applying for in your application and email subject line:
Job Ref #206: Safefood Research Fellowship in Digital and Social Media Marketing***

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

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