



**Research & Innovation Support**  
**Research & Enterprise Hubs**  
**Marketing Development Officer (Grade V)**  
**(Full-time Fixed Term Contract up to 3 years)**

**Background and Introduction**

DCU launched its Strategy for Research and Innovation in June 2013. DCU sets out to be recognised internationally as a globally engaged research-intensive university of enterprise that is distinguished by its focus on translation of knowledge to societal and economic benefits. DCU aims to align its research activities to address selected 'grand challenges' of national and international importance. To do so, and based on its areas of academic excellence, DCU is organising its research and innovation activities into a matrix structure comprising four 'research and enterprise hubs' that closely match key areas identified by the national Research Prioritization exercise and in Horizon 2020. For further detail on the Research and Enterprise Hubs please refer to *Appendix 1*.

The key objectives of the Research & Enterprise Hubs are:

- To define DCU's research areas where we have unique capabilities and target these capabilities to big societal challenges;
- To integrate our technology platforms with our health research to enhance our ability to holistically address societal issues;
- To discover what problems industry need to be solved, engage with them and solve them;
- To drive research at the interfaces of the Hubs;
- To support funding applications from staff;
- To support staff's interactions with Enterprise.

In order to achieve these ambitious objectives, the university wishes to appoint a Marketing Development Officer.

**Duties and responsibilities**

Reporting to one of the Hub Directors of DCU's new Research & Enterprise Hubs, the Marketing Development Officer will develop the marketing of DCU's technologies, facilities and expertise in the areas of ICT, health technologies, and sustainability.

The Marketing Development Officer will:

- Work with the Hub Directors and Hub Business Development Managers to develop and implement Research & Enterprise Hub marketing plans that are consistent with the DCU strategy for research and innovation.
- Work with the Hub Directors and Hub Business Development Managers to develop marketing campaigns and build a DCU market presence in relevant fields.
- Help build partnerships with indigenous and international industry to secure research funding for collaborative work with DCU.
- In collaboration with the Hub Directors, develop the content for the Hubs' websites.
- Measure and monitor marketing campaign effectiveness and report this regularly to the Hub Directors.
- In collaboration with the Director of the Science and Technology Enhancement Platform (STEP), market and promote the infrastructure, facilities and expertise available to enhance the opportunities to secure research funding for DCU.

**Qualifications and Experience:**

Applicants should have either (a) an honours degree in Science, Engineering or Computer Science and a minimum of three years' experience in industry in a business to business marketing role OR (b) an honours degree in Marketing and a minimum of three years' experience in a Science or Engineering role. A postgraduate business qualification, preferably an MBA, would be a distinct advantage. The successful applicant must have excellent communication, interpersonal and organisational skills.

**Salary Scale:** €45,452 – €54,611

€40,906 - €49,477\*

\* Applies to new entrants to the public sector after 01 January 2011

Appointment will be commensurate with qualifications and experience

**Note: Remuneration Policy for Permanent Staff**

Where a permanent staff member is promoted to a higher level post which is fixed term in nature, remuneration will be by way of the following: salary is calculated on the basis of the more favourable of (i) the difference between the current point of scale and the 1<sup>st</sup> point of the higher scale OR (ii) a double increment calculated by reference to the staff member's current point of scale and the previous/next point of scale x 2, depending on their point of scale.

**Closing Date:** 3<sup>rd</sup> April 2014

Application forms are available from: **Human Resources Department, Dublin City University, Dublin 9.** Tel: +353 (0)1 700 5149 Fax: +353 (0)1 700 5500 E-mail: [hr.applications@dcu.ie](mailto:hr.applications@dcu.ie)

*Dublin City University is an equal opportunities employer*

## Appendix 1 – Marketing Development Officer

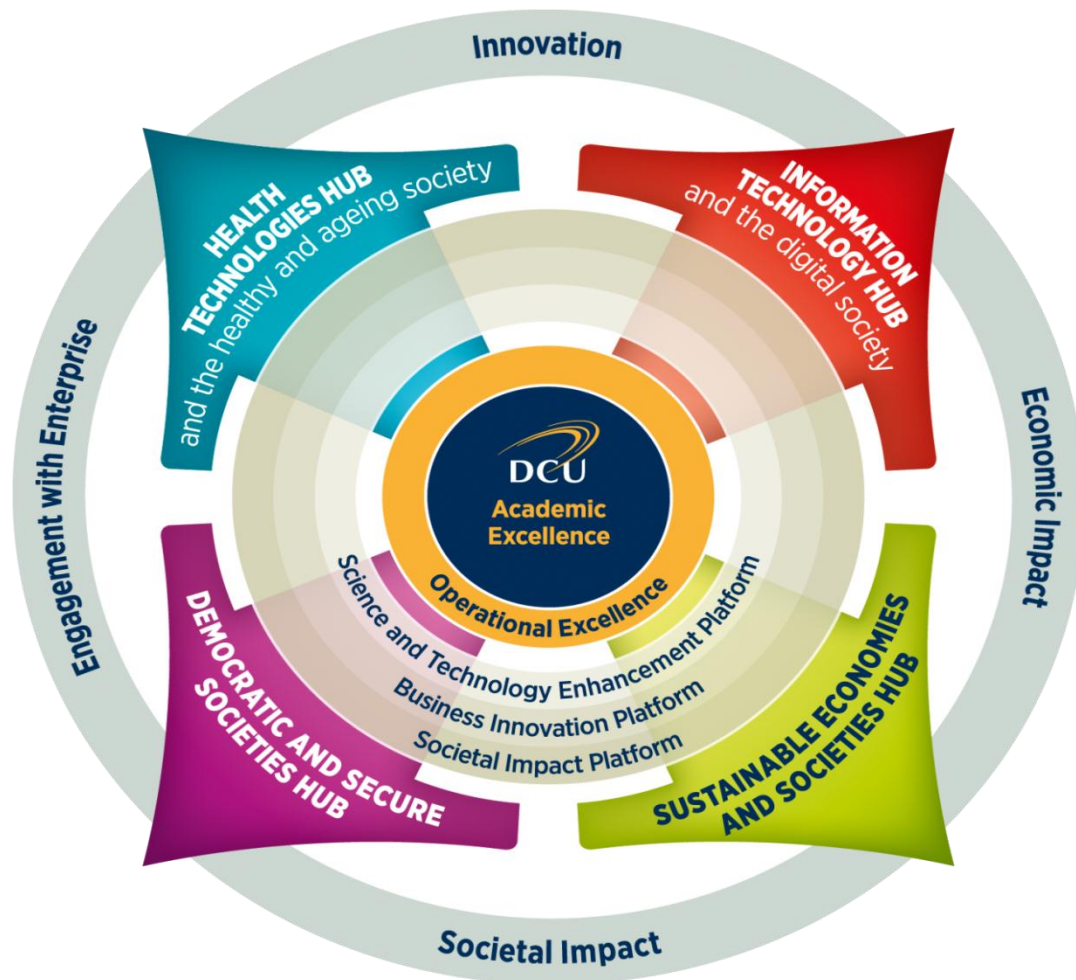
### Background

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- Health technologies, and the healthy and ageing society;
- Information technology and the digital society;
- Sustainable economies and societies; and
- Democratic and secure societies

and three cross-cutting support platforms:

- the societal impact platform;
- the business innovation platform;
- and the science and technology enhancement platform



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The key objective of the cross cutting platforms is to support the hub in specific activities:

The Science and Technology Enhancement platform is structure which aims at

- 1) Achieving operational excellence in the following aspects:
  - Administration of Research Centres;
  - Research project management and administration;
  - Management, development and sustainability of DCU technical research infrastructure.
- 2) Enhance our research in technology platform disciplines in order to position DCU as the partner of choice for collaborative research in the national and the international stage both within academia and industry markets.