



## **Dublin City University**

### **Communications & Marketing Department**

**Job Title:** Social Media Officer (Part-Time)

**Reporting To:** Marketing Manager

**Duration:** 1-Year Fixed Term Contract

#### **Background**

Dublin City University (DCU), St Patrick's College, Drumcondra (SPD), Church of Ireland College of Education (CICE) and Mater Dei Institute of Education (MDI) are actively engaged in a formal process leading to the full incorporation of SPD, CICE and MDI with DCU. The timeframe for the Incorporation Programme will see all SPD and MDI 1st year students registered as DCU students in September 2015, with full incorporation (all students across all institutions registered at DCU) in September 2016. The Communication & Marketing Department are playing a key role in supporting the Incorporation Project.

#### **Job Description**

Social Media describes the range of online communications channels that enable community based input, interaction, content sharing and collaboration. When executed well, Social media provides an essential mechanism for communicating and interacting with a wide audience of stakeholders.

DCU requires all social media accounts to be managed as a single voice; this is especially relevant in the context of the DCU Incorporation process as there are a number of different institution accounts that need to be consolidated and managed without losing any existing followers or provoking any negative sentiment – whether internally or externally.

The Social Media Officer role will take control and responsibility for a range of institution accounts and manage them into a single voice that supports content from each institution but represents the voice of the 'New DCU'. Throughout 2015/16, the Social Media officer will be required to transition the various accounts towards a single media landscape and contribute to effective communication to stakeholders (incoming and continuing students, prospective students, staff, alumni). The Social Media officer will be responsible for increasing the reach and quality of the profile of the University online.

This is a part-time role and the successful candidate will be required to work a minimum of 20 hours per week. The nature of this role however may require some out of hours work; in light of this some flexibility will be required around weekend and out of normal hours responsibilities.

**Duties and responsibilities of the role include:**

- Carry out an audit of all existing social media accounts across relevant social media channels for all incorporating institutions
- Identify key issues and touch points to communicate with audiences throughout the incorporation process, including current students, student's unions, prospective students, administrative staff, academic staff and alumni
- Manage the social media communications across existing and new accounts on a daily basis, with a view to communicating as a consistent single voice
- Create and disseminate original content and across all accounts and channels
- Measure the effectiveness of specific communications and campaigns with a view to presenting regular reports and recommendations with these findings
- Explore new media channels to engage with audiences, e.g. Snapchat, Persicope, Pinterest
- Manage and advise on SEO across all channels

**Experience and qualifications:**

- Applicants must hold a relevant 3<sup>rd</sup> level qualification in marketing, digital media or a related discipline.
- A minimum of 3-year's post qualification experience is required
- Excellent knowledge of social media communication including Facebook, Twitter etc.
- Candidates should possess excellent communication, organisation and administrative skills
- Experience in managing multiple social media accounts for a business or organisation would be an advantage.

**Salary Scale:** \*€26,541 - €37,712 per annum (pro-rata)

*\*Appointment will be commensurate with qualifications and experience and will be made on the appropriate point of the salary scale, in line with current Government pay policy.*

**Closing Date:** 28 August 2015

**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) 1 700 5149.

Applications should be submitted by email to [hr.applications@dcu.ie](mailto: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

**Please clearly state the role that you are applying for in your application and email subject line: Job Ref #163: Social Media Officer**

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