Dublin City University  
Communications and Marketing Department  
Student Recruitment Officer (Grade IV)

Job title: Student Recruitment Officer  
Grade: Administrative Assistant Grade IV  
Reporting to: Senior Student Recruitment Officer

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Job Summary:
The office of Student Recruitment within DCU is responsible for all communications and activities relating to the promotion of DCU to prospective students and relevant audiences. Part of the Communications & Marketing department, the team comprises two Senior Officers, who lead a team of 4 Student Recruitment Officers. The Student Recruitment Team reports to the Director of Communications & Marketing.

A vacancy has arisen within the recruitment team for a Student Recruitment Officer to work across a range of activities and initiatives aimed at promoting DCU to a range of audiences.

Duties and Responsibilities of the role include:

- Represent DCU at undergraduate and postgraduate fairs nationwide
- Support the development and delivery of the schools liaison programme for DCU
- Develop and update online resources for prospective students, including CRM system
- Maintain and analyse a database of statistics and records relating to student recruitment patterns and ensure this data is effectively used to inform student recruitment activities
- Develop promotional materials to support the schools liaison programme, working closely with the marketing and PR teams
- Co-ordinate DCU information days, seminars, workshops and campus tours for prospective students, their parents, teachers and guidance counsellors
- Liaise with staff members across the university to ensure appropriate support for the activities of the Student Recruitment team
- Maintain and active awareness of student recruitment activities in other HEA’s – both Irish and international
- Manage the relationship with DCU Sports Academy ensuring DCU sports and relevant opportunities are fully represented at schools and events
- Manage the Social Media strategy for DCU recruitment, including blogs, digital campaigns and ongoing communications via digital channels
Experience and Qualifications:
Applicants must hold a primary degree and a minimum of 3 years’ experience in student recruitment in a third level higher education environment. A strong affiliation with or experience in sport and knowledge of the sports infrastructure in Ireland will be an advantage.

Applicants should possess excellent interpersonal and communication skills, and should be able to clearly demonstrate their experience and achievements in public speaking and presenting to large groups. Evidence of strong leadership skills leveraged in different environments will be required.

Applicants must be able to demonstrate capacity for dealing with statistical and numerical based data. Strong digital skills including an awareness and familiarity with social media channels is essential.

Experience working with young people will be an advantage, and applicants should be able to demonstrate a broad knowledge of all available routes to third level education, including Access and FETAC programmes.

All applicants will be expected to be competent project managers and have the ability to complete projects on time and within budget. It is essential that applicants possess a full, clean, driving licence.

The competencies required for this post are as follows:

Knowledge of the organisation/sector
- The ability to continuously learn and understand the structure, processes and relationships within DCU
- Has an awareness of the issues impacting the educational sector
- Is capable of representing their area within DCU and knows when to relay back relevant information

Communication
- Communicates in a clear manner and actively listens and engages to gain understanding
- Uses a variety of communication methods in a professional way and appropriate to the audience

Personal Effectiveness / Excellence
- Continuously strives to learn about how things are done, why they are done that way and how the role impacts on everything
- Is effective in planning and managing their workload

Building and maintaining relationships
- Has an ability to develop and maintain good working relationships with fellow colleagues and others, within and outside of the organisation
- Takes a focussed approach to developing contacts throughout DCU
Salary Scale:  *€33,625 - €50,750 per annum

*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:  01 July 2016

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 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 #360: Student Recruitment Officer Grade IV

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