



Dublin City University

Faculty of Humanities and Social Sciences

Senior Communications and Marketing Officer

Senior Administrative Assistant II (Grade 5.2)

Permanent Contract

General Information

The Faculty of Humanities and Social Sciences is home to seven schools including the School of Applied Language and Intercultural Studies; the School of Communications; the School of English; Fiontar agus Scoil na Gaeilge; the School of Law and Government; the School of History and Geography; the School of Theology, Philosophy, and Music and a number of research centres and institutes. It is DCU's largest faculty, blending long-established subjects such as English Literature, Applied Languages, Geography, History, Irish, Law, Music, Politics, Theology and Religious Studies, and Philosophy with newer disciplines such as Media Studies, Journalism, Entrepreneurship, Translation Studies and International Relations.

Role and Relationships

Working as part of the faculty team, the Senior Communications and Marketing Officer will support the communications and marketing strategy for the faculty. This role is critical to the enrichment of the faculty's external reputation and entails overseeing communication with external stakeholders, including the marketing of the Faculty's activities. The role includes internal communications with faculty, students and other parts of the university and there will be a particular focus on enriching engagement with the faculty's alumni community.

Key Aspects of the Role Include:

Reporting to the Executive Dean or nominee, and working as part of the faculty's administrative team, the Senior Communications and Marketing Officer will:

- Contribute to the development and deployment of the faculty's communications strategy, which encompasses internal and external and stakeholders. The strategy embraces: the marketing of the faculty's programmes, research and other strategic activities; media communications; internal communications; and the enrichment of communications and engagement with the faculty's alumni community.
- Take a lead on student recruitment in conjunction with programme chairs and relevant units of the University (e.g. Communications and Marketing Office, International Office, Student Recruitment, Alumni Office).
- Translate the communications strategy into annual plans (to include financial considerations). Implement these strategy/plans according to timelines and metrics and prepare regular update reports.
- Develop new communications initiatives providing recommendations to the Executive Dean or nominee and the Faculty Management Board.
- Oversee the management of the Faculty's website and of its schools and related research centres including the use of social media.
- Co-ordinate the activities of faculty staff supporting the communications, marketing and student recruitment activities.

- Build strong working relationships within the Faculty and also with relevant units in the University (e.g. Communications and Marketing Office, International Office, Student Recruitment, Alumni Office) and external to the University.

Other duties and responsibilities may be assigned at the discretion of the Executive Dean or nominee to meet strategic objectives. This job description is indicative and is not intended to provide an exhaustive list of duties.

Qualifications and Experience

Applications are invited from experienced business professionals with a track record of achievement and leadership. The successful candidate will:

- Hold an honours Bachelor degree and is likely to have achieved higher qualifications, such as a Master's degree and/or a professional qualification.
- Have a minimum of 3 years professional experience with senior remit in the area of communications, marketing, relationship management or a related field.
- Have experience of communications and marketing with evidence of stakeholder impact and managing stakeholder relationships at a senior level.
- Have experience of event management, public relations and media engagement.
- Have a record of achievement in overseeing social media and digital marketing activities.
- Have a track record of achievement in the delivery of strategic and operational initiatives and targets.
- Provide clear evidence of management, organisational and administrative skills.
- Have excellent written and oral communication skills, excellent presentation skills, and interpersonal and organisational skills.
- Be highly professional, with strong personal and professional integrity and ethics.
- Be highly motivated, able to work under pressure to tight deadlines, with the capacity to adapt in a dynamic, fast changing environment.
- Knowledge and experience of the education sector (nationally and internationally) is not required, but is desirable.

Mandatory Training: The postholder will be required to undertake the following mandatory compliance training: Orientation, Health & Safety and Data Protection (GDPR). Training needs will be evaluated on an ongoing basis and other training will need to be undertaken when appropriate, as agreed by the Executive Dean or nominee.

Closing Date: 11th October 2019

Salary Scale: €49,316 - €66,690

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

Informal enquiries: Informal enquires should be directed to Goretti Daughton, Faculty Manager, Faculty of Humanities and Social Sciences, e-mail: goretti.daughton@dcu.ie; tel: +353 (0)1 700 5014. Please do not send applications to this email address. Please apply as described below. Please note that only those applications submitted as outlined below, using the DCU Application form will be considered for this position.

Application Procedure

Application forms are available from the DCU Current Vacancies (Open Competitions) website at <http://www.dcu.ie/hr/vacancies/index.shtml> and also from the Human Resources Department, Dublin City University, Dublin 9. Tel: +353 (0) 1 7005149.

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 that you are applying for in your application and email subject line:
Job Ref #BC0713 Senior Communications and Marketing Officer, Faculty of Humanities & Social Sciences, (Grade V.2).

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