



**Dublin City University**  
**Faculty of Engineering and Computing**  
**Marketing Specialist**  
**Senior Administrative Officer Grade 5**  
**3 years fixed term**

### **The Faculty**

The Faculty comprises three Schools, namely Computing, Electronic Engineering and Mechanical and Manufacturing Engineering, each of which is managed by a Head of School. The Executive Dean is its Chief Executive Officer. The Faculty is administered through a Faculty Office for which the Faculty Manager has overall management responsibility. The Faculty is home to a number of significant research institutes/centres.

The Marketing Specialist role will form part of the administrative support structure which is led by the Faculty Manager.

**Function:** The post holder will play a leadership role within Faculty Support Unit. S/he will be responsible for the efficient and effective management and delivery of the marketing operational activities within the Faculty Support Unit. The Marketing Specialist reports to the Faculty Manager.

### **Duties and Responsibilities**

The Marketing Specialist will carry full responsibility for the marketing requirements of the Faculty of Engineering and Computing. The role is essential to achieve planned growth in recruitment to our undergraduate and postgraduate programmes. Supporting the Faculty's commitment to addressing the skills needs in the economy, to educational access, to life-long learning and interdisciplinary study, this role will focus on marketing, recruitment and expanding and diversifying our student population across a range of innovative programmes. Growing the Faculty's capacity in traditional and non-traditional delivery modes is key to increasing our impact, and there will be a particular emphasis on online programmes at postgraduate level.

The role will be responsible for managing and co-ordinating our interaction with relevant internal units within DCU, external business partners, and on all social media sites and digital advertising.

The appointee will report to the Faculty Manager. Other key internal relationships within the Faculty include the Executive Dean, Heads of School, along with other administrative and academic staff. External relationships include prospective students, marketing and communications agencies, industry partners, government agencies, schools, partner universities and alumni.

The principal duties and responsibilities of the position include but are not limited to the following:

- Development and implementation of an annual marketing plan for the Faculty of Engineering and Computing.
- Development of marketing campaigns based on the Faculty's goals, for example: student recruitment, brand-building within industry / the public / schools.
- Drafting and design of marketing content, including undergraduate and postgraduate prospectuses, and other written content for external publications and public-facing platforms such as blogs, brochures etc.
- Devising new strategies to engage target audiences
- Developing and implement an external engagement/communications strategy and proactively engaging with external professional bodies, with industry leaders, government agencies, partner institutions (including secondary schools and teachers) and with alumni.
- Working closely with the university Communications unit, particularly with respect to the Faculty website, and targeted communications.
- Working with DCU's Marketing and Recruitment units.
- Working closely with academic colleagues and relevant external stakeholders such as agencies to implement digital campaigns, guide and develop advertisements, development of visual content, video and photo content, etc.
- Liaising with NIDL on the parallel work of marketing online offerings.
- Actively seeking sponsorship and developing new opportunities for Scholarships.
- Contributing to the strategic development of the marketing function of the Faculty of Engineering and Computing and the management of marketing and communications as future developments arise

Other duties, as may be assigned by the Faculty Manager or the Executive Dean.

**Qualifications, Experience and Skills:**

Applicants should have a primary degree in a relevant discipline in the areas of Marketing and Communications and have relevant experience in a marketing role, ideally in managing digital marketing activity.

**In addition, it is desirable that the candidate have:**

- Excellent writing skills including the ability to write engaging, error-free copy for reports, brochures, social media and website content.
- Demonstrated technical knowledge and strength in digital marketing campaigns, including social media marketing, search-based marketing, website optimisation, Google AdWords etc; ability to analyse performance of digital campaigns.
- Strong content marketing skills including developing messaging, writing for the web, social media, brochure content; proven record of conceiving of and developing engaging, original marketing content
- Line management experience
- Basic design and asset-creation skills. This includes producing visually appealing content for adverts, presentations etc as well as some experience in video production.
- Experience of brand development and management is an advantage
- Prior experience with media engagement is an advantage.
- Excellent IT skills including knowledge of Microsoft Office package.
- Knowledge of and experience in basic HTML and website maintenance/updating, particularly using Drupal
- Prior experience and understanding of email marketing.

**Skills:**

The successful candidate must have:

- excellent writing skills
- a capacity for proactive thinking and planning
- strengths in terms of creativity
- excellent interpersonal and communication skills
- a positive work ethic and outlook
- good problem-solving and project management abilities
- the ability to work independently as well as part of a team, including leading a team
- demonstrable commitment to high quality in their work.
- good quantitative reasoning skills

**Salary Scale:** €47,386 - €57,099 per annum (Senior Administrative Assistant I - Grade V)

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

**Closing Date:** 09 July 2019

**Informal enquires:** Informal enquiries should be directed to Michele Pringle, Faculty Manager, Faculty of Engineering and Computing, DCU: [michele.pringle@dcu.ie](mailto:michele.pringle@dcu.ie).

*\*Please do not send applications to this email address, instead apply as described below*

**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 7005149.

Please clearly state the role that you are applying for in your application and email subject line: **#BC0908A Marketing Specialist, Faculty of Engineering and Computing.**

Applications should be submitted by email to [hr.applications@dcu.ie](mailto:hr.applications@dcu.ie) or by Fax: +353 (0)1 7005500 or by post to the Human Resources Department, Dublin City University, Dublin 9.

Human Resources Department, Dublin City University, Dublin 9. Tel: +353 1 700 5149;

Fax: +353 1 700 5500 Email: [hr.applications@dcu.ie](mailto:hr.applications@dcu.ie)

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