



## DCU Business School

### Research Assistant in Digital Innovation

#### Fixed Term Contract Up to 24 Months

#### DCU Business School

An innovative and dynamic Business School, DCU Business School offers an extensive range of research and taught programmes at undergraduate, postgraduate, executive and doctoral levels. DCU Business School is recognised nationally and internationally for the outstanding quality of its business education programmes. Our teaching, learning and research activities are strongly influenced by the core guiding principles of relevance and excellence. The School is accredited by AACSB and AMBA and our programmes have relevant professional accreditations. DCU Business School is an engaged, innovative internationally-focused school which prides itself on its excellent reputation for impacting students, the academic community, industry and wider society.

#### BIM – Bord Iascaigh Mhara

BIM is the Irish State agency responsible for developing the Irish seafood industry. BIM's mission is to support and enable an increase in value creation of a sustainable Irish seafood sector across the supply chain, from catch to consumer. BIM's vision is to lead the Irish Seafood sector through our effective support and deep expertise so that Ireland becomes the international leader in high value differentiated products that satisfy the growing demand for healthy, safe, responsibly and sustainably produced seafood. Digital innovation is a key focus of BIM's activities. See more at: <http://www.bim.ie>.

#### Position Overview

As a result of the increasing collaboration with public sector organisations, DCU Business School in association with BIM has a vacancy for the position of Research Assistantship in Digital Innovation as part of the BIM Innovation Advisory Research Assistant Scheme. The successful candidate will work closely with BIM's Business Development and Innovation Services on a broad range of client projects centred on new product development, quality, research and insight, innovative business concepts and commercialization and will also coordinate research with designated staff members at DCU Business School. The successful applicant will work primarily in BIM's Seafood Innovation Hub (SIH) in Clonakilty, Co. Cork. BIM's SIH is an exciting new venture with the objective of bringing a digital market-led innovation approach to the Irish seafood sector.

The state of the art Innovation Hub is equipped with a pilot processing hall, new product development kitchen, training facilities and workshop room. This position, funded by BIM, will report in to Manager of the BIM SIH on a day to day basis but will also be supervised by Professor Theo Lynn, Professor of Digital Business in DCU Business School. The successful candidate will undertake training through BIM as part of the programme and will also have on-the-job training provided both at BIM and DCU. The Seafood Innovation Hub has a strong team approach, so evidence of team working skills is also required.

### **Duties and Responsibilities**

The responsibilities of the role will include but not be limited to:

- Assisting BIM Business Development and Innovation Services in ensuring that the needs of BIM stakeholders are met by the provision of digital information, communications, advice and resources in accessible and relevant forms
- Support BIM's Communications Department on how to increase BIM's digital presence and better engage with its key audiences including fishermen, fish processors and fish retailers.
- Monitoring of consumer and sectoral engagement on seafood and related issues and incorporating into content development and other digital marketing strategies
- Analysis and evaluation of Innovation, especially food innovation and similarly positioned national and international food agencies' digital presence
- Supporting research collaboration between BIM, DCU and BIM target audiences

### **Qualifications and Experience**

Applicants should have a primary degree in a relevant discipline. Practical experience of digital marketing and/or food marketing and/or promotion would be desirable although not essential. In addition the candidate should have:

- Demonstrable achievements in delivering results
- Excellent attention to detail.
- Excellent report writing and presentation skills.
- Capability of working effectively within a team to achieve results.
- Excellent organisational and communication skills.
- High level of initiative.

**Salary scale: €21,891 - €34,612\***

*\*Appointment will be commensurate with qualifications and experience and will be made on the appropriate point of the Research Assistant Salary Scale, in line with current IUA Researcher Salary Scales.*

**Closing date: 21<sup>st</sup> November 2018**



**Informal Enquiries:**

Informal enquiries may be addressed to Professor Theo Lynn, DCU Business School, Dublin City University, Dublin 9. Email: [theo.lynn@dcu.ie](mailto:theo.lynn@dcu.ie).

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

**Application procedure:**

Application forms must be submitted along with a CV and cover letter. 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. Email: [hr.applications@dcu.ie](mailto:hr.applications@dcu.ie)

**Please clearly state the role that you are applying for in your application and email subject line: Job Ref #1037 Research Assistant in Digital Innovation.**

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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AN ENTERPRISE IRELAND  
& IDA IRELAND INITIATIVE

