

DCU BUSINESS SCHOOL

Senior Communications and Alumni Relations Officer

Administrator I Grade

(Maternity cover) 10 month contract

DCU Business School is a young and dynamic school whose history is marked by steep upward development. From the outset, our guiding voices were those of industry and students and, as a result, we are today distinctive for our deep and responsive industry engagement and our close concern with the success of our students. From those beginnings in the 1980s, and particularly over the last ten years, DCU Business School has developed an excellent research profile characterised by its industry relevance and a strong international reach. 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.

Role

Working as part of a team, the Senior Communications and Alumni Relations Officer will develop, lead and manage the communications strategy for the School. This role is critical to the enrichment of the School's international and national reputation and entails overseeing communication with external stakeholders, including the marketing of the School's activities, managing the School's brand, PR and media engagement. Additionally, the role embraces leadership concerning internal communications with faculty, students and other parts of the university and there is a particular focus on enriching engagement with the School's fast growing Alumni community.

Main Duties and responsibilities

Reporting to the Director of Commercial Business Development, and working in co-operation with other members of the School's Management Board and faculty/staff as appropriate, the Senior Communications and Alumni Relations Officer will:

- In conjunction with relevant internal colleagues, including members of the DCU Business School management team, co-develop and manage the communications strategy for the School, which encompasses multiple external and internal stakeholders. This strategy will embrace: brand management; the marketing of programmes, research and other strategic activities; media communications; internal communications; and the enrichment of communications and engagement with our Alumni community.
- Translate the communications strategy into annual plans (to include financial considerations). Implement these strategy/plans according to agreed timelines and metrics and prepare regular update reports.
- Lead engagement and communication with the School's Alumni community, which will include: coordinating and managing business, social and networking events and services for Alumni; enabling active engagement of Alumni in DCU Business School's teaching, research and industry engagement activities; managing regular multi-media communication with our Alumni; overseeing data-management and Alumni engagement reporting.
- Develop new communications initiatives providing recommendations to the Executive Dean and Management Board.
- Oversee the management of the School's website and its use of social media.
- Assume responsibility for the management the staff working within the team in the School.
- Build strong working relationships within the School and also with relevant units in the University (e.g. Marketing and Communications Office, Alumni Office) and external to the University.
- Contribute to School-wide management activities such as: strategy development and implementation; accreditation and quality assurance processes; performance management and development Scheme; Industry engagement activities; Commercial activities.

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

Candidate profile/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 (level 8) and will ideally hold higher qualifications, such as a Master's degree and/or a professional qualification.
 - Have a minimum of 5 years professional experience in the area of communications, marketing, relationship management or a related field.
 - Have significant experience of brand management 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 managing effectively the performance of a business unit or team.
 - Have excellent written and oral communication skills and outstanding 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.

Salary Scale: €51,477.00 - €73,097.00*

*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: 13th July 2018

Informal enquires: Caroline Enright, Senior Communications and Alumni Relations Officer (caroline.enright@dcu.ie)

Please clearly state the role that you are applying for in your application and email subject line: Job Ref **xxxxxx Senior Communications and Alumni Relations Officer**.

Application forms are available from: **Human Resources Department, Dublin City University, Dublin 9.** Tel: +353 (0)1 700 5149 Fax: +353 (0)1 700 5500 E-mail: hr.applications@dcu.ie

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