



DCU Business School

Marketing and Communications Officer (Grade IV) Permanent Contract

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.

Overview of the Role

The Marketing and Communications Officer will carry a significant responsibility for the marketing and branding of DCU Business School and will coordinate our interaction with relevant internal units within DCU, external business partnerships and on all social media sites and digital advertising. The appointee will report to the Senior Communications and Alumni Relations Officer in the School. Other key internal relationships within the School include the Executive Dean of DCU Business School, Director of Commercial Development, 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.

Duties and Responsibilities:

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

- Contributing to the strategic development of the marketing function of DCU Business School and the development and implementation of an annual marketing plan
- Development of marketing campaigns based on DCU Business School's goals, for example: student recruitment, alumni engagement, industry engagement.
- Development of marketing collateral, including undergraduate, postgraduate and executive prospectuses
- Devising engaging content and new strategies to engage target audiences
- Developing strategies and identify opportunities to reach target audiences
- 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.



- Planning and monitoring digital marketing, advertising and other marketing campaigns for DCU Business School
- Management of social media and blogs; updating of DCU Business School website
- Working with DCU's Communications and Marketing department, enhance the PR profile of DCU Business School
- Developing content, particularly written content for external publications and public-facing platforms such as blogs, brochures etc.
- Working with academic colleagues where required to develop news stories
- Attending, organising and manage events for prospective students, industry and alumni engagement etc.
- Providing support in fostering relationships with the business and professional community
- Promotion, strengthening and development of alumni relationships
- School liaison and student recruitment activities, including attending graduate fairs. This may include international travel.
- Any other duty as may be assigned from time to time.

Qualifications and Experience:

Applicants should have a primary degree in a relevant discipline ideally 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:

- 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
- Basic design and asset-creation skills would be a distinct advantage. 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
- Excellent writing skills including the ability to write engaging, error-free copy for reports, brochures, social media and website content.
- 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, CRM would be an advantage.



Competencies required for this post are:

- **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.
- **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.
- **Problem Solving and Decision Making:** Is capable of analysing and interpreting information to identify key issues when solving problems. Knows when to consult with others to inform decision making.
- **Knowledge of Processes & IT:** Shows a willingness to engage with both processes and technology.

Salary: €34,971 - €52,268*

**Appointments will be commensurate with qualifications and experience and will be made on the appropriate point of the Admin Assistant salary scale, in line with current Government pay policy.*

Informal Enquiries

Informal enquiries may be made to Caroline Enright, Senior Communications Officer in DCU Business School at caroline.enright@dcu.ie

Closing date: 21st June 2018

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](tel:+35317005149).

Please clearly state the role that you are applying for in your application and email subject line:

Job Ref No: 915 Marketing and Communications Officer

Applications should be submitted by email to hr.applications@dcu.ie or by Fax: [+353 \(0\)1 7005500](tel:+35317005500) 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: Insert hr.applications@dcu.ie

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