



Dublin City University

Office of Vice President – External & Strategic Affairs

Director of Communication & Marketing

Dublin City University (www.dcu.ie) is a research-intensive, globally-engaged and dynamic institution. With an enrolment of almost 16,500 students, it is now Ireland's fastest growing university and is ranked in the top 2% of universities globally, as well as holding a consistent position in the top 50 of the almost 10,000 young universities worldwide (QS Top 50 under 50). Through its mission to transform lives and societies, DCU prepares its students for success in life by providing a high-quality, rounded learning experience appropriate to the challenges and opportunities of the 21st century. Known as "*Ireland's University of Enterprise*", DCU is characterised by a focus on innovation and entrepreneurship, close engagement with the enterprise sector in its research and education activities, and its agility in effecting change.

The University is now seeking to recruit a talented and energetic Director of Communications and Marketing. Reporting directly to the Vice-President for External Affairs, the Director will develop and implement PR, Media, Marketing and Brand strategies to support the University's vision, mission and strategic ambition and to advance DCU's position both nationally and globally. S/he will be responsible for the dissemination of top-level marketing messages across print, broadcast and digital media channels in keeping with DCU's brand identity. The Director will also coordinate the university's student recruitment and school liaison functions. S/he will support the University President and senior management with a view to promoting the University's messages with relevant external stakeholders.

The ideal candidate will have experience in PR, communications and/or marketing at a senior level in either the public or private sector, preferably on behalf of a large, complex organisation. S/he will have a thorough understanding of integrated marketing and communications campaigns (including digital and social media) and will be able to provide evidence of successful delivery.

Principle Responsibilities:

More specifically the Director of Communications and Marketing will be responsible for the following;

- Provide leadership, direction and insight to academic leaders, senior staff and communications personnel which optimises limited resources to establish and sustain a proactive, positive market and media position and presence that serves the entire University Community
- Direct, develop and lead the staff in the marketing, media relations and domestic student recruitment functions and develop an integrated team of communications professionals.
- Create, develop, position and access the impact of press, media, PR, marketing and internal communications to ensure DCU's unique position, achievements and direction of flight are comprehended by our diverse stakeholder base.

- Manage and further develop the university brand messaging and visual identity to ensure a compelling and consistent image of the university is accepted and endorsed internally and professionally presented with impact to our external stakeholders.
- Development of the digital estate to reflect DCU's strategic ambition, brand narrative, personality and values to provide a compelling, impactful, positive shopfront to the university, both internally and externally.

Person Specification – Qualifications, Skills and Experience

- Candidates for this senior role will have experience in PR, communications and/or marketing at a senior level in either the public or private service preferably on behalf of a large, complex organisation.
- A thorough understanding of integrated marketing and communications campaigns (incl. digital and social media) and evidence of successful delivery.
- Experience of managing message delivery and influencing media outlets while maintaining positive professional relationships.
- Excellent strategic foresight combined with an ability to make timely, evidence based decisions in the translation of marketing data into effective communications and marketing responses
- Team leadership and project management across multi-disciplinary projects in a complex organisation.
- Undergraduate qualification in communications, marketing or any other relevant discipline combined with significant experience, a post-graduate degree may be advantageous.
- An appreciation for the culture of higher education, particularly in a research-led university with an ability to translate academic achievements into an appropriate language and format for broader non-academic audiences.

Remuneration:

An attractive salary, commensurate with the successful applicant's experience will be offered to the holder of this post.

Informal Enquiries

Informal enquiries should be addressed to Mr. Trevor Holmes, Vice-President of External Affairs
vp.external@dcu.ie

Application Procedure

Application forms are available from DCU Current Vacancies (Open Competitions) website at <http://www4.dcu.ie/hr/vacancies/current/shtml> and also from the Human Resources Department, Dublin City University, Dublin 9. Tel: +353 (01) 700 5149

Please state clearly the role you are applying for in your application and e-mail subject line Job Ref#404-Director of Communications and Marketing.

Applications should be submitted by e-mail to hr.applications@dcu.ie or Fax: +353(01) 7005500 or by post to the Human Resources Department, Dublin City University, Dublin 9.

Closing Date: 18th November 2016

Dublin City University is an equal opportunities employer