



## DIRECTOR OF COMMUNICATIONS & MARKETING

Dublin City University ([www.dcu.ie](http://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 renowned for its 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. S/he can demonstrate excellent strategic foresight with an ability to make timely, evidence-based decisions in the translation of marketing data into effective communications and marketing responses.

An appreciation of the culture of higher education would be advantageous, particularly in a research-led university where the ability to translate academic achievements into appropriate language for broader non-academic audiences is important.

### 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 Trevor Holmes, Vice-President External Affairs  
[vp.external@dcu.ie](mailto: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](mailto: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*

Dublin City University, Ollscoil Chathair Bhaile Átha Cliath