



Dublin City University
Head of Student Recruitment
(Administrator Grade II)
Permanent Contract

Dublin City University (www.dcu.ie) is a dynamic, innovative institution that is distinguished both by the quality and impact of its graduates and by its focus on the translation of knowledge into societal and economic benefit. Excellence in education and research has led to DCU's consistent ranking among the world's leading young universities. Having grown its student population by more than 50% in the past five years, DCU is Ireland's fastest growing university and today hosts more than 17,000 students across its three academic campuses (DCU Glasnevin Campus; DCU St. Patrick's Campus; DCU All Hallows Campus). DCU prepares its students well for success in life, and in the workplace, by providing a high quality, rounded education, appropriate to the challenges and opportunities of the 21st century.

DCU is seeking to appoint a dynamic and innovative individual to develop and advance its Student Recruitment Strategy and to head up its Student Recruitment team. The DCU Student Recruitment team is responsible for attracting high quality undergraduate students to study at DCU. The team is responsible for the execution of the Student Recruitment Strategy, including related communications and marketing, in the promotion of DCU to prospective Irish and EU-based students and their associated stakeholder audiences. The Student Recruitment team reports into the Vice President of External Affairs via the Head of Student Recruitment.

In addition to the primary responsibility for domestic student recruitment, the post-holder will be responsible for recruitment of Undergraduate students from across the EU, in line with Faculty internationalisation plans and targets. The role will report to the Vice President of External Affairs.

The Head of Student Recruitment will be primarily responsible for developing the domestic Student Recruitment Strategy and ensuring performance against plan. The successful applicant will be responsible for the effective management of the Student Recruitment Team in order to optimise the DCU student intake on an annual basis. The post-holder will be responsible for developing the appropriate strategic interventions together with faculties. Responsibilities include managing the relationship with all internal and external recruitment stakeholders. The post-holder will also support DCU's five Faculties in the development of appropriate plans at undergraduate level.

Principal Duties and Responsibilities:

- To develop an agile student recruitment strategy for domestic undergraduate students that is responsive to the dynamic and increasingly competitive domestic landscape.
- To manage the overall team performance and build on the existing excellent team dynamics
- To be responsible for effective relationship management of all key student recruitment stakeholders, both external and internal.
- To establish a deep working relationship with the Office of Institutional Research utilising datasets to implement 'evidence based' strategic interventions that optimise the return on recruitment investment
- In co-operation with Marketing and the Faculty offices, to ensure that relevant, accurate and up to date information is easily accessible and understandable on DCU digital platforms (Website, Social media, Messaging sites etc.)
- To redesign and oversee the implementation of appropriate and effective DCU scholarship processes and events
- To ensure relevant DCU representation at selected domestic undergraduate and EU recruitment events
- In conjunction with the Marketing office, to ensure continued development of DCU brand messaging to support recruitment activities
- To review and streamline all student recruitment protocols and processes

This role is primarily office-based, with a small amount of travel where required to support events and activities.

Experience and qualifications:

- Applicants must hold a primary degree and have (minimum 10 years) relevant work experience in student recruitment and/or career guidance.
- Evidence of effective Marketing/PR skills will be a distinct advantage.
- Applicants must be able to demonstrate an ability to lead and manage a high performing team
- Candidates must possess excellent relationship management, negotiation, interpersonal, communication and administrative skills and be able to clearly demonstrate their experience in these areas
- It is desirable that applicants have change-management experience, preferably with established credentials in project management, and can demonstrate delivery of complex projects on time and within budget.
- Applicants should be familiar with leading and working within cross-functional teams within Higher Education or a similar complex, hierarchical business environment
- Experience of budget preparation, management and reporting will be advantageous
- It is essential that candidates possess a full, clean driving license

Please note this role will be subject to the Garda Vetting process.

The competencies required for this post are:

- **Strategic Planning and Management**

Have a proven ability to articulate a vision and to deliver upon it through the development and delivery of a comprehensive roadmap outlining the necessary steps, changes and investments necessary.

- **Relationship Management**

Have an ability to develop and maintain good working relationships with fellow colleagues and others, within and outside the organisation including through periods of change.

- **Managing People**

Take a fair approach in supporting others to complete tasks and is capable of providing appropriate feedback if required.

- **Personal effectiveness/Excellence**

A self-starter who continuously strives to learn and improve processes and who is highly effective in planning and managing his/her workload.

- **Communication**

Excellent written and verbal communications skills. Communicates in a clear manner and actively listens and engages to gain understanding.

Salary Scale: Administrator II - €55,884 - €88,950

Appointment will be commensurate with qualifications and experience, and will be made on the appropriate point of the Administrator II salary scale in line with current Government pay policy.

Closing Date: 27th July 2018

Informal enquiries: Informal enquiries should be directed to Mr. Trevor Holmes, Vice President of External Affairs, DCU. Telephone: (01)7007061 **Email:** trevor.holmes@dcu.ie. Please do not send applications to this email address, instead apply as described below.

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.

Please clearly state the role that you are applying for in your application and email subject line: Ref: #926 - Head of Student Recruitment (Administrator II).

Applications should be submitted by email to 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: Insert hr.applications@dcu.ie

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