



Research Centre: IC4 – the Irish Centre for Cloud Computing and Commerce
Post title: Innovation and Dissemination Coordinator (European Projects)
Post duration: 34 Months Full-Time Fixed Term Contract

Background

The Irish Centre for Cloud Computing and Commerce (IC4) is an internationally recognised, industry-led, centre of excellence for innovation and applied research, focused on accelerating the development and adoption of cloud computing in Ireland. IC4's mission is to develop a world-class creative environment within the Centre that will foster innovation and support the development of a team of highly innovative researchers, based at the collaborating universities. Led by its industry members, IC4 focuses its research efforts on both the development of breakthrough cloud technology applications as well as on evidence-based evaluation of their commercial value proposition.

IC4 has recently been successful in its proposals for a number of Horizon 2020-funded projects and anticipates winning more in the coming years. As well as scientific research, IC4 undertakes applied research and dissemination activities related to these projects. This includes concertation with other similar and complementary projects, policy makers and civil society.

Role

Reporting to the Lead P.I., the candidate will plan, execute and manage the dissemination plan and activities of European projects involving IC4.

Principal Duties and Responsibilities

Reporting to the Lead Principal Investigator, the Research Assistant's main duties will include:

- To design, develop, and execute marketing, concertation and dissemination plans
- To undertake research related to use cases for exploitation in order to understand the market for project innovations
- To support exploitation activities
- To attend and present project outputs at academic conferences and industry trade shows
- To engage with project stakeholders and to craft and deliver relevant content to target stakeholder groups
- To engage and support other researchers working on the project
- To maintain accurate project dissemination records and project confidentiality

Minimum Criteria

Applicants should have a Master's degree (MSc or MA) in marketing and preferably digital marketing. Applicants must have evidence of strong written and visual communication skills. Experience and knowledge of content marketing, content management systems, digital marketing strategies and implementation is desired. In addition, experience of writing and presenting Horizon 2020 deliverables and review materials is desirable.

Applicants should have previous experience working on Horizon2020 or other European Union funded research projects with a particular focus on dissemination strategies and activities. Agency experience is an advantage. Similarly an existing network of contacts in the trade media, online and offline, would be an advantage. In addition, it is desirable that the candidate has demonstrable applied digital marketing experience and knowledge in the cloud computing and high performance computing sectors.

Other skills required:

- Applied experience in all major digital tools relating to online marketing e.g. CMS, SEO, PPC, Email and Social.
- Fluency in web analytics tools (Google Analytics, Google Webmaster Tools), social media marketing applications (HootSuite, Tweetdeck, etc.) and social media monitoring platforms.
- Project management experience or qualification a plus.
- Proven editorial skills and ability to meet strict deadlines.
- Experience with creating compelling messages for various target demographics and stakeholder groups in addition to segmentation and persona creation.
- A willingness to embrace change and to adapt strategies on the fly.
- Presentation and graphic design skills (PowerPoint, PhotoShop, Infographics, etc.).
- A desire to continually learn the latest platforms, technology tools and marketing solutions.

Salary Scale: * €22,396 - € 32,930 per annum

**Appointment will be commensurate with qualifications and experience*

Closing date: 28 September 2016

Informal enquiries to:

Professor Theo Lynn, Lead Principal Investigator, Irish Centre for Cloud Computing & Commerce;

Email: theo.lynn@dcu.ie,

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) 1 700 5149

Applications should be submitted by email to hr.applications@dcu.ie or by Fax: +353 (0)1 700 5500 or by post to the Human Resources Department, Dublin City University, Dublin 9

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

Job Ref: #400 Innovation and Dissemination Coordinator

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