



**Intra Marketing & Placement Coordinator**  
**Student Support & Development**  
**Snr Administration Assistant I**  
**Permanent**

The *INTRA* Unit is part of a wider range of services provided by Student Support & Development (SS&D) and works closely with other units including the Careers Office, Counselling & Personal Development, the Student Health Centre, the Disability & Learning Support Office, the Access Office, Chaplaincy, Student Learning and the Student Advice Centre. Further information on Student Support & Development can be found at: <http://www.dcu.ie/students/index.shtml>.

INTRA is currently seeking a Marketing & Placement Co-ordinator who will be responsible to the Head of the *INTRA* Unit and ultimately the Director of Student Support & Development for the management, implementation and enhancement of the University's work placement programme "*INTRA*" (INtegrated TRaining). The successful candidate will also be responsible for developing and implementing a marketing strategy for the Unit to raise the profile of the activity and generate new contacts in the external environment.

The *INTRA* programme is an integrated work placement module which forms an integral part of many undergraduate and postgraduate degree programmes in the University. It is a key component of these programmes and provides students with degree-relevant work placements, preparing them for the world of work after graduation.

The role will be located in the first instance in the INTRA Office but may, in line with university developments and requirements, be located within another unit in SS&D in the future.

The successful candidate will be expected to work cross-campus in any of the DCU campuses.

## **Job Description:**

### **Summary of *INTRA* Marketing & Placement Co-ordinator duties:-**

The *INTRA* work placement programme involves new market development through all relevant digital media channels. It involves securing relevant paid vacancies for a portfolio of degree programmes within industry, in conjunction with industry partners and Programme Chairpersons.

The successful candidate will liaise with employers and assist them with the *INTRA* process, guiding students and monitoring their engagement with the process and into employment. On completion of the placement, students will be evaluated and integrated back into university to complete their degree programme.

### **Duties include, but are not restricted to:**

- **Marketing & Communications Plan:** Devise and implement a comprehensive multi-channel digital and traditional marketing/communications plan aimed at industry in Ireland and overseas. This will involve the production of high quality digital media and other content aimed at relevant industries in order to raise awareness of *INTRA* nationally and internationally.
- **Market Research:** Conduct industry surveys and surveys of Alumni in conjunction with the Alumni Office in order to better understand the demands of the marketplace and trends in employment. Conduct periodic surveys of students for Quality Review and student satisfaction monitoring purposes.
- **Creation of a job bank:** Conduct smart lead-generation activities which will provide National and International paid vacancies. Identify the sectors in which vacancies are required, the kind of experiences appropriate for specific cohorts of students, according to their specific learning outcome requirements, and match students' skills with employers who can provide the required level and areas of experience. This requires a professional approach to negotiations with senior management in external organisations.
- **Establish a sound liaison system with the employer:** Employers want and need feedback about their role in the internship programme they are providing. A crucial aspect of the *INTRA* process is a system of ongoing visits to participating and potential employers. It is essential that the Co-ordinator remains updated on sectoral skills requirements and future development plans. It is essential to continue to develop existing relationships with employers and to keep abreast of developments in relevant industries, to be aware of new companies coming to the market and to actively make contact with new employers with the aim of promoting the DCU *INTRA* programme.

- **Placement administration:** The complex task of placing specific cohorts of students with various employers in positions appropriate to their individual abilities and aspirations, for the appropriate time frame, demands comprehensive information about students as well as a clear understating of individual employer offerings. To run the process effectively and efficiently for all stakeholders requires a high degree of organisation and attention to detail.
- **Policies and Procedures:** The Co-ordinator must be familiar with all INTRA Module Regulations, work-place code of conduct, Module Guidelines, Health & Safety and Risk requirements for work placements along with SS&D and University-wide relevant Policies.
- **Conduct *INTRA* process briefings and orientation sessions for first year students:** Develop and conduct engaging and timely presentations to inform students of the INTRA module regulations and to give them an understanding of how the process will roll out from their viewpoint.
- **Provide guidance for students throughout the process:** The Marketing & Placement Co-ordinator is responsible for keeping an overview of all students on all programmes and to ensure that students experiencing difficulties in securing a placement are given guidance and support. It is the responsibility of the Co-ordinator to meet with students on an individual basis when required, to respond swiftly and professionally to questions and queries from students throughout the process. They are required to seek and provide students with feedback from companies on their interview performance and to help students improve their interview technique. The Co-ordinator is also responsible for providing students with required documentation in support of applications for internships abroad.
- **Foster relationships/ collaborate with Faculties/Schools/Programme Boards/Units:** Communication with all groups on the campus is essential in order to smooth the path of the INTRA component of the degree programme, help the university to use the gateway it provides to companies. In particular, it is essential for the Co-ordinator to maintain a close working relationship with the Chairs of the Programme Boards, the Careers Office and the relevant INTRA Academic Liaison staff.
- **To work effectively as a cohesive team:** The INTRA process requires a sequence of activities that must operate efficiently for a successful outcome. It is very important for each Co-ordinator to monitor progress, to work closely with team members and to communicate effectively through timely database updates, emails and in person, in order for the process to work effectively.

- **Employment Legislation and EU Regulations:** Be familiar with employment legislation and keep up to date with new laws or regulations governing work placements to ensure that companies are upholding employee rights. Equally, the co-ordinator must be aware of the responsibilities of the student as employee and the University as a partner in the process.
- **INTRA Software:** Become proficient in the use of the specifically designed software that manages the INTRA process. Have an active input into the development and testing of new software as required.
- **Represent the INTRA Office and DCU:** Co-ordinators represent *INTRA* and DCU to employers during on-site visits, when giving presentations to new companies and when attending conferences to make new contacts/links with potential employers.
- **Change Management:** Co-ordinators must have a broad overview of the programmes and processes for which they are responsible and reflect on the progress of each. They are required to provide input/feedback for any necessary changes to the process to the Head of Unit for discussion at Unit meetings, to make amendments relevant INTRA digital output and marketing literature and to make recommendations for necessary changes to the Programme Manager.
- **INTRA Assessments:** Responsibility for reviewing the student INTRA report and the Academic Tutor visit assessment on DCU's VLE together with the employer assessment for each student, and to act on issues arising as required.
- **Conflict Resolution:** Responsible for responding to students and employers experiencing difficulties with the work placement. They are required to investigate the difficulties reported in an impartial manner with the aim of ensuring that the conflict/difficulties are resolved to the satisfaction of all parties and according to INTRA Module Regulations.

**To engage in any other activities as deemed appropriate by the Head of Unit and Director of Student Support & Development.**

**Essential:**

- A degree in Marketing, Career Guidance, HR or a relevant area
- 3 years post-graduation experience in a relevant area including experience working in a customer-facing environment
- Excellent administration, organizational and communication skills

- The ability to work under pressure in a busy environment
- Excellent knowledge of labour markets and national policies on employability
- A proven track record in project management
- Excellent IT Skills
- Ability to work independently or as part of a team
- Ability to demonstrate understanding and sensitivity to the needs of a diverse student population
- High level of initiative is required, including an innovative and flexible approach to work

This post is subject to Garda Vetting.

**Salary scale:** \*€46, 917 - €56,534

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

**Closing Date: 6<sup>th</sup> December 2018**

**Informal enquiries to:**

Informal enquiries may be addressed to Maeve Long, Head of INTRA, Student Support & Development Dublin City University, Dublin 9, Ireland. E-mail: [maeve.long@dcu.ie](mailto:maeve.long@dcu.ie) Tel: +353 (0)1 7005515

*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://www4.dcu.ie/hr/vacancies/current.shtml> and also from the Human Resources Department, Dublin City University, Dublin 9. Tel: +353 (0)1 700 5149; Fax +353 (0)1 700 5500 Email: [hr.applications@dcu.ie](mailto:hr.applications@dcu.ie). **Along with the application form, please submit a CV and cover letter.**

**Please clearly state the role that you are applying for in your application and email subject line**  
**Job Reference #1059– INTRA Marketing & Placement Coordinator DCU Student Support & Development**

Applications should be submitted by e-mail to [hr.applications@dcu.ie](mailto: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.

***Dublin City University is an equal opportunities employer***