Research Centre: Irish Institute of Digital Business

Post Title: Safefood Research Assistant in Digital and Social Media Marketing

Post Duration: Fixed Term Contract Up to 24 months

Background

Irish Institute of Digital Business

The Irish Institute of Digital Business is a University Designated Research Centre located in Dublin City University. It was established in December 2018 with the vision for the research centre is to be an internationally recognised centre of excellence for theoretical and applied research that investigates and accelerates the adoption of digital technologies and the transformation of business using these technologies.

The Irish Institute of Digital Business builds upon the legacy and achievements of The Irish Centre for Cloud Computing and Commerce (IC4), expanding the focus of its work from cloud computing to social, mobile, analytics and blockchain technologies.

The mission of the research centre is to develop an academic research environment that will foster innovative and high quality multi-disciplinary and inter-disciplinary research and support the development of both faculty and research. The economic mission of the centre is to transfer research insights and outcomes to DCU’s student body and the national industry base to accelerate the adoption of digital technologies, optimise digital processes, and as a result transform those businesses.
**Safefood – the Food Safety Promotion Board**

Safefood is an all-island implementation body set up under the British-Irish Agreement with a general remit to promote awareness and knowledge of food safety and nutrition issues on the island of Ireland. Safefood’s communication strategy includes targeted public awareness campaigns to promote food safety and nutrition among consumers, which is aimed at the long-term reassurance of the public. See more at: [http://www.safefood.eu/](http://www.safefood.eu/)

**The Project - Position Overview**

DCU, in association with safefood, has a vacancy for the position of Research Assistant in Digital and Social Media Marketing. The research programme will be based on the assignment of tasks on topics related to Digital and Social Media Marketing selected by safefood and will involve designated staff members at DCU. The anticipated duration of this role is up to 24 months.

**Candidate Role**

The purpose of this role is to facilitate the bi-directional movement of academic and public health research. The safefood Research Assistant will be awarded to an academic researcher wishing to spend time in safefood practicing digital marketing.

The Research Assistant will be primarily based in Safefood’s Dublin Offices and will spend at least one day per week in DCU. This position, funded by safefood, will be supervised by Professor Theo Lynn, Full Professor of Digital Business in DCU Business School.

This is an ideal position for a self-motivated Marketing and Communications Researcher who would like to work in a dynamic research environment, promoting health behaviour change and working at the leading edge of digital technology.

Safefood’s communications strategy includes targeted public awareness campaigns to promote food safety and healthy eating among consumers. The research assistant will explore broader market insights and strategies around online consumer engagement using best practice to help inform the strategic direction of safefood’s online communications and the creation of safefood’s communication messages. The research assistant will assist the marketing and communications directorate by providing in-depth analysis of safefood digital assets and social channels to evaluate effectiveness. The research assistant will provide additional social media knowledge to the marketing and communications team and will be tasked with assisting in the design and implementation of the communications programme(s) and day-to-day consumer engagement.
**Principle Duties and Responsibilities**

The responsibilities of the role will include but not be limited to:

- Assisting the marketing and communications directorate in ensuring that the needs of consumers and other safefood stakeholders are met by the provision of digital information, advice and resources
- Monitoring of online consumer engagement on food and health issues and trends on the island of Ireland and incorporating into content development strategies
- Assisting in the development and optimisation of digital and social media marketing campaigns and promotional activity
- Analyse and develop solutions to extend the reach of safefood website and digital platforms
- Develop digital assets using creative software and social media solutions
- Assist in the development of customer engagement & service tools across digital platforms
- Devise digital and social media marketing strategies for peer-to-peer and parenting offerings such as podcasts and email marketing
- In collaboration with DCU, develop big-data research into trends relating to activities namely food safety and nutrition

**Qualifications and Experience:**

Applicants should have a Masters qualification in digital marketing. In addition, the candidate should have:

- Practical experience of social marketing and/or public health promotion campaigns would be desirable although not essential.
- Demonstrable achievements in delivering results
- Excellent attention to detail.
- Excellent report writing and presentation skills.
- Capability of working effectively within a team to achieve results.
- Excellent organisational, communication, and interpersonal skills.
- High level of initiative.

**Mandatory Training**

The post holder will be required to undertake the following mandatory compliance training: Orientation, Health and Safety and Intellectual Property and Data Protection training. Other training may need to be undertaken when required.