Research Centre: IC4 - The Irish Centre for Cloud Computing and Commerce

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

Post Duration: Fixed Term Contract Up to 18 months

The Irish Centre for Cloud Computing & Commerce (IC4)
A multi-institutional, multi-disciplinary research centre located at Dublin City University (DCU), and includes researchers from University College Cork (UCC) and Athlone Institute of Technology (AIT). IC4 is one of a number of Technology Centres, funded by Enterprise Ireland and the IDA, whose mandate is to carry out applied research in areas that are chosen by its business members.

IC4’s team of over twenty researchers is focused on carrying out leading edge, applied technical and business research in the area of cloud computing, cloud analytics and related technologies, with a mission to work with businesses to accelerate the development and adoption of these technologies.

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/

Position Overview
As a result of the increasing collaboration with public sector organisations, DCU in association with Safefood has a vacancy for the position of Research Fellowship in Digital and Social Media Marketing. The Fellowship 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 duration of the Fellowship will not exceed a period of 18 months.

The purpose of this Fellowship is to facilitate the bi-directional movement of academic and public health research. The Safefood Research Fellowship will be awarded to an academic researcher wishing to spend time in Safefood practicing digital marketing.
The Research Fellowship 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, Professor of Digital Business in DCU Business School and the Lead Principal Investigator for IC4.

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 fellow 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 fellow will assist the marketing and communications directorate by providing in-depth analysis of our digital assets and social channels to evaluate effectiveness. The fellow 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.

**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 in accessible and relevant forms
- Monitoring of online consumer engagement on food and health issues on the island of Ireland and incorporating into content development strategies
- Influencer mapping on the food and health domain
- Deepening social and digital evaluation and tracking
- Assistance with the development of online research to track food safety and nutrition knowledge, attitudes and behaviour’s to align with our off-line safetrak research.

**Qualifications and Experience:**

Applicants should have a primary degree in a relevant discipline and be able to clearly demonstrate that they have studied or are intending to study a Masters qualification in digital / social media 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 and communication skills.
• High level of initiative.

Salary scale: €21,674 - €23,630 per annum

In addition, funding will be available for part-time Ph.D fees under the Fellowship

Closing date: 12th April 2018

Appointment will be commensurate with qualifications and experience.

Informal Enquiries:

Informal enquiries may be addressed to Professor Theo Lynn, DCU Business School, Dublin City University, Dublin 9. Email: theo.lynn@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: Job Ref: #845 Safefood Research Fellowship in Digital and Social Media Marketing

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: hr.applications@dcu.ie

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