

Student Information System (SIS) Programme

Communications Lead (Grade 5.2)

1 Year Fixed Term Contract

Introduction

DCU is a rapidly growing University and is now looking to transform the way in which its staff and students interact with each other, using student information to align to our values and achieve excellence in service, ensuring the future needs of DCU can be met.

The Student Information Systems (SIS) programme is being mobilised in the Office of the Vice-President Academic Affairs to deliver this transformational change.

This transformation will be enabled by effective and efficient business processes supported by a fully integrated Student Information System (SIS) which will support our objectives to create and sustain a globally engaged university.

The Student Information Systems will consolidate and modernise multiple legacy student information systems into one, integrated software solution. The new SIS includes all crucial student information: admissions, finance, registration, enrolment, course management, advising, billing and payment, records, and more. Students will be able to access all of their key information through a single point-of-entry, providing a more agile and personalised experience.

Overview of the Role:

The role of the SIS Communications Lead is to produce effective, targeted, measured communications to meet the aims of the programme's Internal and External Communication and Engagement Strategy, working to maximise effectiveness and audience reach.

Main Duties and Responsibilities:

- Identify core channels and create communications content and marketing collateral for the SIS to educate, inform and promote the programme to key internal and external stakeholders.
- Work closely with the change management delivery stream lead to ensure all internal and external communications are aligned to the change management agenda.
- Collaborate to create and continuously refine a brand for SIS which adheres to DCU brand guidelines.
- Utilise communication channels and associated events to ensure staff are kept informed on major developments within the programme, understand the programme objectives and how their contribution can help achieve the objectives.
- Identify success stories and opportunities to showcase how individuals (staff and students), teams and the University are benefitting from the transformation.
- Work closely with the DCU Information Systems and Services Team in the development of a programme microsite, to continually inform and update internal and external audience while ensuring brand guidelines are being met.
- Lead on the writing, editing, proofreading and coordination of materials such as briefing documents, notifications to external parties, presentations, leaflets, posters, newsletters and the ongoing update of the programme microsite.
- Carry out the development and execution of an external facing communications strategy, using digital communication, social media, branding and PR.

- Measure and evaluate the effectiveness of communications campaigns, identifying areas for improvement and development.

Additional duties and responsibilities may be assigned at the discretion of the SIS Programme Manager in order to meet the strategic objectives of the Programme. This job description is indicative and is not intended to provide an exhaustive list of duties.

Candidate profile/experience

Applications are invited from experienced professionals with a track record of achievement. The successful candidate will have:

- A primary degree or equivalent in a relevant area
- A minimum of 3 years' professional experience in the area of communications, marketing, relationship management or a related field.
- A relevant professional qualification (or equivalent evidence of experience).
- A professional qualification from the Chartered Institute of Public Relations or the Chartered Institute of Marketing is an advantage.
- Knowledge and experience of the Higher Education Sector (nationally and/or internationally) is not essential, but is desirable.
- Significant and demonstrable experience of developing and implementing innovative internal and external communication strategies.
- Significant experience across the marketing landscape with a broad experience and understanding of a variety of marketing channels in particular social media.
- Experience in understanding and interpreting audience insight.
- Experience in the management of multi-disciplinary projects, working across multiple work streams within a complex Change Programme.
- Excellent written and verbal communication skills including presenting, copywriting, editing, proof-reading and design.
- A record of achievement in overseeing social media and digital marketing activities.
- Good planning, prioritising and organisational skills with the ability to manage schedules, deliver to deadlines and prioritise workload.
- Excellent interpersonal skills - takes a consultative approach and is able to build relationships at all levels, up to and including executive level.
- Strong influencing and negotiating skills.
- Experience of event management, public relations and media engagement.
- Knowledge and experience of reputation and issues management and media relations development.
- Strong knowledge of legislative requirements relating to role (e.g. GDPR Protection).
- Experience in navigating and utilising Content Management Systems (knowledge of Drupal would be an advantage).
- The ability to work under pressure to tight deadlines, with the capacity to adapt in a dynamic, fast changing environment.

For further information on general aspects of this position or Informal enquiries, please contact:

Ms. Kathryn McCarthy, Change Management and Communications Delivery Stream Lead, email: Kathryn.mccarthy@dcu.ie

Salary Scale: €48,468.00 - €65,543.00*

*Appointment will be commensurate with qualifications and experience and will be made on the appropriate point of the Senior Administrative Assistant II (Grade 5.2) salary Scale, in line with current Government pay policy.

Closing Date: 10^h July 2019

Application Procedure

Application forms are available from the DCU Current Vacancies 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 #ST1246 SIS Programme Communications Lead

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.

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