



Dublin City University
Communications and Marketing Department
Student Recruitment Officer - (Grade IV)
(6 Month Contract)

Job Summary:

The Student Recruitment Office is responsible for all communications and activities relating to the promotion of DCU to prospective students and relevant audiences. The team comprises one Senior Officer, who leads a team of 2 Students Recruitment Officers. The Student Recruitment Team is part of the Communications & Marketing department and reports to the Director of Communications & Marketing.

A vacancy has arisen within the recruitment team for a Student Recruitment Officer to work across a range of activities and initiatives aimed at promoting DCU to a range of audiences. This role will report directly to the Senior Students Recruitment Officer.

Duties and Responsibilities of the role include:

- Represent DCU at undergraduate and postgraduate fairs nationwide
- Support the development and delivery of the schools liaison programme for DCU
- Develop and update online resources for prospective students
- Maintain and analyse a database relating to student recruitment patterns and ensure this data is effectively used to inform student recruitment activities
- Develop promotional materials to support the schools liaison programme, working closely with the marketing and PR team
- Co-ordinate DCU information days, seminars, workshops and campus tours for prospective students, their parents, teachers and guidance counsellors
- Liaise with staff members across the university to ensure appropriate support for the activities of the Student Recruitment team
- Maintain and active awareness of student recruitment activities in other HEA's – both Irish and international

Experience and Qualifications

Applicants must hold a primary degree and ideally have a number of years' relevant work experience. Experience in marketing/PR/student recruitment or career guidance would be an advantage.

Candidates should possess excellent interpersonal, communication and administrative skills, be competent project managers and have the ability to complete projects on time and within budget. It is essential that candidates possess a full, clean, driving licence.

Applicants must be able to demonstrate capacity for dealing with statistical and numerical based data. Strong digital skills including an awareness and familiarity with social media channels is essential.

Experience working with young people will be an advantage, and applicants should be able to demonstrate a broad knowledge of all available routes to third level education, including Access and FETAC programmes.

The **competencies required** for this post are as follows:

1. Knowledge of the organisation/sector

- The ability to continuously learn and understand the structure, processes and relationships within DCU
- Has an awareness of the issues impacting the educational sector
- Is capable of representing their area within DCU and knows when to relay back relevant information

2. Communication

- Communicates in a clear manner and actively listens and engages to gain understanding
- Uses a variety of communication methods in a professional way and appropriate to the audience

3. Personal Effectiveness / Excellence

- Continuously strives to learn about how things are done, why they are done that way and how the role impacts on everything
- Is effective in planning and managing their workload

4. Building and maintaining relationships

- Has an ability to develop and maintain good working relationships with fellow colleagues and others, within and outside of the organisation
- Takes a focussed approach to developing contacts throughout DCU

Salary Scale: **€33,625 - €45,675**

Appointment will be commensurate with qualifications and experience

Closing Date: 13 Dec 2016

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 that you are applying for in your application and email subject line:
Job Ref #434: Student Recruitment Officer Grade IV**

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