



Dublin City University

Communications & Marketing Department

Student Recruitment Officer: Grade IV

(12 month Fixed Term Contract)

Job Description:

Dublin City University (www.dcu.ie) is a research-intensive, globally-engaged, dynamic institution that is distinguished by both the quality and impact of its graduates and its focus on the translation of knowledge into societal and economic benefit. DCU prepares its students well for success in life, and in the workplace, by providing a high-quality, rounded education appropriate to the challenges and opportunities of the 21st century. Through its mission to transform lives and societies through education, research and innovation, DCU acts as an agent of social, cultural and economic progress. As Ireland's University of Enterprise, it is characterized by a focus on innovation and entrepreneurship and a track-record of effective engagement with the enterprise sector. Excellence in its education and research activities has led to its consistent ranking in the top 50 of the world's young universities (QS Top 50 under 50). The Finance Office has overall responsibility for the

The Student Recruitment Officer (Post Graduate) is responsible for communications and activities relating to the promotion of DCU to prospective postgraduate students and associated audiences.

Duties and responsibilities of the role include:

- Assist with the organisation and delivery of DCU recruitment activity for prospective postgraduate students
- Represent DCU at external recruitment events – including delivery of presentations to audiences of prospective postgraduate students
- Researching, analysing and reporting on information about national and EU recruitment trends, to inform University recruitment strategy, including the analysis and manipulation of data sets.
- Monitoring and evaluation of recruitment activities, including the design and implementation of monitoring systems, the analysis of statistical data and the production of reports to inform recruitment strategy
- Liaise with the university faculties to produce relevant online and physical promotional materials/prospectus for the PG market
- Manage the PG Student Recruitment university CRM system
- Develop and manage on going communications to support the PG recruitment programme, working closely with the marketing and PR teams
- Liaise with staff members across the University to ensure appropriate support for PG events and activities

- Maintain an active awareness of PG recruitment activities in other HEA's – both Irish and international
- Assist with planning and implementation of communications campaigns, including social media and event lead follow-up

Experience and qualifications:

- Applicants must hold a primary degree and have a number of year's 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 license.

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 education sector
- Is capable of representing their area within DCU and knows when to relay back relevant information

2. Communication

- Communicates in a clear manner, 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

Person specification

Applicants for the above post must hold a degree or equivalent and have a proven track record in student recruitment in a higher education environment. The successful applicant will be well organised be able to co-ordinate and progress the tasks associated with the post on their own initiative, and be able to contribute to the on-going development and refinement of administrative processes.

S/he will be flexible, possess an ability to work effectively as part of a wider administrative team, and have excellent written, communication and interpersonal skills.

Salary Scale: € 34,625 to €51,750 pro rata (Grade IV-Administrative Assistant)

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

Closing date: 03rd Aug 2017

Informal Enquiries:

Informal enquiries may be addressed to Ita McGuigan, Senior Student Recruitment Officer, Student Recruitment. Email: ita.mcguigan@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 619 Student Officer (Postgraduate).

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: Insert hr.applications@dcu.ie

Dublin City University is an equal opportunities employer