



JOB DESCRIPTION

**Graphic Designer/Marketing Officer
Professional 4 (P4)
Communications and Marketing Department
Permanent**

Dublin City University

Dublin City University (DCU) is a young, ambitious and vibrant university, with a mission 'to transform lives and societies through education, research, innovation and engagement'. Known as Ireland's 'University of Enterprise', DCU is a values-based institution, committed to the delivery of impact for the public good. DCU was named Sunday Times Irish University of the Year 2021.

DCU is based on three academic campuses in the Glasnevin-Drumcondra region of north Dublin. More than 18,000 students are enrolled across five faculties – Science and Health, DCU Business School, Computing and Engineering, Humanities and Social Sciences and DCU Institute of Education.

DCU is committed to excellence across all its activities. This is demonstrated by its world-class research initiatives, its cutting-edge approach to teaching and learning, its focus on delivering a transformative student experience, and its positive social and economic impact. The university continues to develop innovative programmes in collaboration with industry, such as the DCU Futures suite of degrees, which are designed to equip graduates with the skills and knowledge required in a rapidly evolving economy.

DCU's pursuit of excellence has led to its current ranking among the top 2% of universities globally. It is also one of the world's Top Young Universities (QS Top 100 Under 50, Times Higher Top 150 Under 100). In the Times Higher Education University Impact Rankings 2021, DCU ranked 23rd in the world for its approach to widening participation in higher education and its ongoing commitment to eradicating poverty, while it ranks 38th globally for its work in reducing inequality and 89th globally for gender equality.

The university is ranked 23rd in the world and first in Ireland for its graduate employment rate, according to the 2020 QS Graduate Employability Rankings. Over the past decade, DCU has been the leading Irish university in the area of technology transfer, as reflected by licensing of intellectual property.

Communications and Marketing Department

The university's Communications and Marketing Department uses its expertise to help DCU tell its story, showing its value and impact on lives and society. It manages all aspects of the reputation of DCU, at a corporate level and through its support of DCU's faculties, schools and academics. It

comprises a number of strategically focussed teams which includes: Digital Communications, PR/Communications, Marketing and University Events.

It is responsible for DCU's digital communications, online engagement, media relations, public relations, external and internal communications, media training and crisis and risk management for the university. It is also responsible for the planning, delivery and support of a wide range of high quality, professional in person and virtual university events.

It manages the DCU brand and its positioning, all of its central advertising and marketing campaigns, web content, graphic design, videography/photography, and supports individual faculties and units in delivering effective marketing and advertising promotional campaigns and materials.

Role Profile

Reporting to the Head of Marketing, the Graphic Designer/ Marketing Officer will be a motivated self-starter, with primary accountability for the implementation of the University's graphic design activities across offline, digital, and social media platforms, and providing marketing support, as needed. In doing so, they will actively liaise with the Head of Marketing and all members of the University's Communications and Marketing Department, Student Recruitment team, faculties, schools, and units, contracted advertising and media buying agencies, and third party designers.

A project to refresh the University's brand identity is nearing completion and this demanding and varied role will be central to the implementation of a refreshed brand identity for DCU. This requires a dedicated and responsible individual with proven graphic design, multimedia, and marketing skills, excellent attention to detail, along with exemplary creative design skills, strong customer service, interpersonal, and organisational skills, and the ability to project manage, multi-task and prioritise work effectively.

Duties and Responsibilities

The duties and responsibilities of the position include, but are not restricted to, the following:

- Create suitably engaging graphic design content that will be used to maintain DCU's brand and enhance the university's communications with various audiences and across numerous advertising and marketing campaigns and platforms.
- Produce motion graphics and animation from concept to delivery for video, web, and social platforms.
- Organize and maintain a library of design assets.
- Keep abreast of new technologies and techniques to deliver cutting edge work.
- Management of the design and production of various print and digital materials for internal and external audiences, including magazines, brochures, invitations, posters, faculty related materials and annual reports;
- Concept creation and the development of design assets for events and specific projects, including signage, artwork displays, infographics and various digital and print collateral;
- Liaison with the University's in-Faculty Communications and Marketing Officers, Student Recruitment team, Digital Communications team and other units to assist with the creation of all graphic design needs (including various digital assets) for use across the University's website, social media channels and advertising/marketing campaigns.
- Project management of various projects across the Marketing team, and any other activities assigned by the Head of Marketing.

- Assist the Head of Marketing and members of the University's Marketing team in the implementation of the University's advertising and marketing strategies and campaigns across offline, digital and social media platforms, as needed.
- Provide outstanding customer service; professionally and positively represent DCU Communications and Marketing Department in all interactions.

Qualifications and Experience

Essential Criteria

- Candidates must have a primary degree in Visual Communications or Graphic Design, Animation or an equivalent (NFQ level 7) qualification.
- A minimum of 5+ years graphic design and multimedia experience with the ability to provide evidence of both.
- A strong portfolio which demonstrates your comprehension of both design and animation.
- Expert skills in Adobe Suite: After Effects, Premiere, Animate, Flash, Audition, Photoshop and Illustrator.
- Experience with motion graphics and a variety of 3rd party motion graphic plugins.
- Strong creative thinking, exhibiting a range of varied styles and techniques.
- Demonstrable ability to work with multiple digital technologies and a solid comprehension of mobile and web technology;

Desirable Criteria

In addition to the above, candidates will ideally have the following;

- An additional qualification in Marketing/Digital Marketing is desirable.
- Experience creating HTML5 web banner ads.
- A demonstrable knowledge of marketing, social media platforms, and digital marketing strategy.
- An interest in or/ comprehension of Drupal CMS;
- Strong presentation and communication skills - both verbal and written;
- Excellent attention to detail and the ability to make sound judgements/decisions;
- Strong creative flair and the ability to create, and evaluate various creative outputs;
- Strong social skills, and the ability to build and manage relationships with colleagues within the department and the broader University environment;
- Be a solution oriented team player, with the ability lead and deputise where necessary on behalf of the Head of Marketing.
- Flexibility - due to the nature of communications and marketing, the post holder may be required on occasion to work out of hours.

Essential Training

The postholder will be required to undertake the following essential compliance training: Orientation, Health & Safety and Data Protection (GDPR). Other training may need to be undertaken when required.