



## **JOB DESCRIPTION**

### **Postgraduate Recruitment Officer Professional 4 (P4) Student Recruitment Permanent (Full-time)**

#### **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.

#### **Overview of the department**

The Student Recruitment Office is responsible for all communications and activities relating to the promotion of DCU to prospective undergraduate and postgraduate student and relevant audiences.

The team comprises a Head of Student Recruitment, one Senior Recruitment Officer and four student recruitment officers. The Student Recruitment Team reports to the Executive Director for External Engagement.

### **Role Profile**

The Postgraduate Recruitment Officer role is based in DCU's Student Recruitment Team, reporting to the Head of Student Recruitment or in their absence, the Senior Recruitment Officer. The purpose of this role is to promote DCU through a wide range of events and initiatives primarily at postgraduate level to key stakeholders, including prospective students, graduates and organisations. This role will require a commitment to a full understanding of DCU offerings and the Higher Education sector.

### **Duties and Responsibilities**

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

- Promoting and outreach for postgraduate activities that include but are not limited to, presenting in organisations, representative bodies, attending fairs, working directly with prospective students, HR departments and company representatives (This will include travelling to and from presentations, meetings and events etc.);
- Act as the primary point of contact to manage applicant queries and outreach including by phone, web chat and email communication, from the point of initial interest up to registration;
- Planning, preparing, coordinating and managing a variety of events as part of the recruitment programme for postgraduate students, these may include Open Days, DCU information days, seminars, call centres, workshops and campus tours;
- Working with data management systems such as CRM, Student Application System, Power BI and other systems associated with the role (Training will be provided);
- Using data to inform and prioritise actions, innovation and enhancement of current student recruitment activities and engagement;
- Manage promotional platforms including CRM, social media channels (TikTok, Instagram, Twitter) and digital channels including websites to enhance the user experience;
- Lead out on specific initiatives and work as part of a team to deliver the wider objectives of the student recruitment function;
- Assisting with undergraduate recruitment activities throughout the recruitment cycle;
- Identify opportunities for promoting DCU to undergraduate and postgraduate prospective audiences and work as part of a team to operationalise opportunities;
- Any other duties that may be assigned from time to time by senior members of the Student Recruitment team.

### **Qualifications and Experience**

The candidate must hold a Primary degree or equivalent and have a minimum of two years' relevant work experience. Ideally, the successful candidate will have experience in one or more of the following areas: sales/marketing/PR/student recruitment or career guidance. 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 driving license for this role.

**In addition, the successful individual will have:**

- Demonstrable ability to work with multiple digital technologies and a solid comprehension of mobile and web technology.
- The ability to continuously learn and understand the digital landscape and marketplace for communicating with prospective students.
- Communicates in a clear manner and actively listens and engages to gain understanding – Uses a variety of communication methods in a professional manner and appropriate to the audience.
- Continuously strives to learn and adopt best practice
- Has an ability to develop and maintain good working relationships with fellow colleagues and internal and external stakeholders

**Essential Training**

The post holder 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.