



JOB DESCRIPTION

International Student Recruitment Officer (x2) 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, a Global Recruitment Manager and one senior student recruitment officer. The Student Recruitment Team reports to the Executive Director for External Engagement.

Role Profile

The International Student Recruitment Officer will be responsible for developing and delivering recruitment plans for designated markets, working with teams in Faculties and in Professional Services and ensuring outcomes are aligned to the University's strategic aims. The successful candidate will identify business risks and opportunities and provide flexible, innovative solutions that will deliver on identified objectives. They will continually evaluate their own impact, and the overall function, in order to improve as a professional and drive sustainable performance.

Working as part of a dedicated team, the role will provide comprehensive administrative support in all International Recruitment related activities, as determined by the Head of Student Recruitment and/or Global Recruitment Manager. The successful candidate will be required to represent DCU at events within Ireland and internationally and to spend time travelling overseas. The International Recruitment Officer will report to the Global Recruitment Manager and will liaise closely with other International Office staff and the wider University community (Faculty Offices, Registry, etc.). The role is office based with extensive international travel to key market, approximately 15-20 weeks annually. Some weekend and evening work is involved during promotional work overseas and hosting visits to the DCU campuses. For this reason, the role requires flexibility, initiative, resilience, and the ability to work out of hours and weekends with appropriate notice.

Duties and Responsibilities

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

- Developing and delivering annual operational recruitment plans for the markets within the designated portfolio.
- Promotion and outreach for undergraduate and postgraduate recruitment activities in their assigned markets, including but not limited to presenting in schools/colleges and organisations, attending fairs, working directly with prospective students, agents, scholarship bodies and parents. This will include domestic and international travel for presentations and events.
- Identifying opportunities for promoting DCU to undergraduate and postgraduate prospective audiences in assigned markets and to operationalise those innovative ideas and opportunities.
- Plan, prepare, coordinate and manage a variety of events as part of the recruitment programme for undergraduate and postgraduate students. These may include live and virtual international education exhibitions, School open days, DCU webinars, seminars, workshops and campus tours.
- Working with data management systems such as CRM, Student Application System, Power Bi and any 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.
- Maintain and analyse data relating to student recruitment patterns for their markets and competitor offerings.
- Using evidence-based decision making to inform and prioritise actions, innovation and enhancement of current student recruitment activities and engagement.

- Manage promotional platforms including CRM, social channels (TikTok, Instagram, Twitter) and other digital channels including the DCU International Office website to enhance the user experience.
- Steer on specific initiatives, and work as part of a team, to deliver the wider objectives of the international student recruitment function. Collaborate with colleagues in Faculties, Registry, Student Recruitment, Communications and Marketing.
- Internationally, the post holder will represent DCU on Enterprise Ireland and Education in Ireland missions overseas and will initiate and maintain contact with University representatives in overseas institutions and International Student Recruitment agencies.
- Any other duties that may be assigned from time to time by senior members of the International 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/Higher Education. Candidates should possess excellent interpersonal, communication and administrative skills, be competent project managers and have the ability to complete projects autonomously, on time and within budget.

In addition, the successful candidate will have:

- Demonstrable ability to work with multiple digital technologies and a solid comprehension of mobile and web technology.
- Candidates should have good intercultural communication and diversity awareness.
- Excellent communication skills
- The ability to continuously learn and understand the digital landscape and marketplace for communicating with prospective students.
- Continuously strives to learn and adopt best practice
- Has an ability to develop and maintain good working relationships with 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.