



## **JOB DESCRIPTION**

**Social Media and Communications Editor  
Professional 3  
Communications and Marketing Department  
2 Year Fixed Term Contract**

### **Dublin City University**

Dublin City University (DCU) is a leading innovative European University. It is proud to be one of the world's leading Young Universities and is among the world's top 2% globally. DCU is known as Ireland's University of Impact, with a mission to 'transform lives and societies' and focuses on addressing global challenges in collaboration with key national and international partners and stakeholders.

DCU has over 20,000 students in five faculties spread across three academic campuses in the Glasnevin-Drumcondra area of North Dublin. Thanks to its innovative approach to teaching and learning, the University offers a 'transformative student experience' that helps to develop highly sought-after graduates. DCU is currently No. 1 in Ireland for Graduate Employment Rate, and for graduate income (CSO).

DCU is a research-intensive University and is home to a number of SFI-funded Research Centres. The University participates in a range of European and international research partnerships. DCU is also the leading Irish university in the area of technology transfer as reflected by licensing of intellectual property.

As a 'People First' institution, DCU is committed to Equality, Diversity, and Inclusion - a University that helps staff and students to thrive. The University is a leader in terms of its work to increase access to education and is placed in the world's Top 10 for reducing inequalities in the Times Higher Education Impact Rankings.

### **DCU Student Recruitment Office**

The Student Recruitment Office is responsible for all activities and events relating to the promotion of DCU courses and programmes to prospective students and relevant audiences both domestically and internationally.

## **Role Profile**

We are seeking a creative communicator with a passion for Higher Education and digital media to join the Communications and Marketing Department as a Social Media and Communications Editor for the university's Student Recruitment activities.

Working under the direction of the Head of Digital Communications and embedded within the Student Recruitment team the post holder will be responsible for managing TeamDCU's social media presence, creating compelling marketing materials and social media posts, assisting with student recruitment events, overseeing a podcast series, and maintaining the student recruitment office website. This role will play an important role in promoting DCU as a place of study and attracting prospective undergraduate and postgraduate students both domestically and internationally through effective digital communications strategies.

## **Duties and Responsibilities**

- Plan and implement social media strategies and content for TeamDCU to enhance awareness and engagement with prospective students.
- Collaborate with the digital communications and marketing teams to create visually appealing content for various TeamDCU online platforms to attract and inform prospective students and to produce creative marketing materials aligned with the university's brand guidelines to promote the annual programme of both domestic and international student recruitment activities for prospective undergraduate and postgraduate students.
- Assist in the planning and execution of student recruitment events including open days, webinars, and information sessions.
- Coordinate social media coverage and promotion of recruitment events to generate interest and attendance.
- Manage and produce a TeamDCU podcast series focused on student experiences, campus life and DCU courses and programmes.
- Identify potential podcast topics, conduct interviews, and edit audio content to ensure high quality episodes.
- Promote podcast episodes through social media channels and university faculties and schools for cross promotion.
- Maintain and update the student recruitment webpages and campaign hubs/ webpages to ensure accurate and relevant information for prospective students.
- Assist with additional activities, initiatives, and events as they arise.
- Work closely with DCU Faculty/School marketing and communications colleagues to ensure all student recruitment activities are captured and cross promoted where possible.

**The successful candidate will ideally have:**

## **Qualifications and Experience**

- Bachelor's degree or equivalent in communications, marketing, journalism, or a related field.
- Previous experience in social media management, content creation and digital marketing.
- Excellent written and verbal communication skills with strong attention to detail.

- Proficiency in social media management tools, content management systems (preferably Drupal) and design software.
- Familiarity with podcast production and audio editing software an advantage.
- Strong organisational and multitasking skills to work on multiple projects simultaneously.
- Knowledge of trends in social media, digital marketing, and student recruitment an advantage.