



Outreach and Communications Officer
Professional 4 (P4)
Access Service - Student Support & Development
Fixed Term 12-month Contract

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

Student Support & Development (SS&D) provides professional, academic and personal support and development opportunities to students in DCU and is a busy and diverse Unit which includes the Student Advice Centre, the Careers Office, Disability & Learning Support Service, Counselling & Personal Development, the INTRA work placement Office, Student Learning, the Student Health Centre, the Access Service and Chaplaincy. Further information on SS&D can be found at <http://www.dcu.ie/students/index.shtml>.

Overview of the role

The Outreach and Communications Officer will report to the Head of Service (or their nominee). The role will liaise closely with the Access team, Access students, Student Support and Development Staff, and Heads of DCU School and Units. The role will include coordinating outreach activities, liaising with relevant stakeholders, event management, production and dissemination of related publications and responsibility for social media and online presence. It involves working with the DCU Access team to enhance participation, access and progression to third-level education and DCU of non-traditional student groups through DCU's extensive Outreach Programme.

The projects for which the post holder will be tasked with are multifaceted and will evolve. The role involves dealing effectively with the various user and interest groups from staff, students (particularly non-traditional students), teachers and staff of voluntary and community organisations and corporate sponsors.

Principal Duties and Responsibilities of the role include:

- Delivery of a suite of outreach programmes and activities to linked schools, parents, students, and local community stakeholders.
- Delivery of a multi-media curriculum and using online platforms for the provision of Access assistance and initiatives to Schools and Communities, including the provision of CPD to teachers
- On-campus and in-school delivery of workshops promote third-level education and inform students on subject choice and career options.
- Running and delivering year-long projects to linked schools aimed at helping transition year students create projects to develop soft skills and learn about third level choices culminating in plenary events at the end of the academic year.
- Liaising with corporate, voluntary, government and community partners to advance and further develop relevant digital projects, including the DCU TY Programme.
- Coordinate the content, layout and design of Access Project Publications, online materials and Reports.
- Tasked with the ongoing development and promotion of DCU's Outreach Initiatives using social and digital media.
- Assist in the coordination and marketing of these projects and provide a coordinating role on event management of digital media related events for the Access Service.

- Liaise with staff and students on relevant Access projects and represent the Access Service at stakeholder meetings when required.
- Day-to-day leadership of project staff, including teaching assistants and interns.

Essential Criteria

- Individuals must have a Primary Degree or equivalent (NFQ Level 7) in an appropriate area plus three years of experience.
- Full driving license with access to a car.

In addition, the successful individual will ideally have:

- A postgraduate qualification in e-learning or similar.
- A proven track record in e-learning with a good comprehension of the use of digital technologies in a classroom context.
- Knowledge of web design principles and basic programming.
- In addition, the ideal candidate will have:
- A thorough knowledge of the barriers to higher education experienced by groups currently under-represented in higher education.
- Experience in delivering initiatives in a classroom or learning environment.
- Have excellent knowledge of creating content, designing and producing online and hard copy publications, and a good working knowledge of engaging with social media.
- Ability to multitask, prioritise tasks and work to deadlines.
- Excellent IT skills, including experience in developing and delivering online learning content for secondary school students.
- Extensive experience in developing collaborative activities and resources with a range of internal and external partners.
- High levels of creativity, innovation, motivation, proactivity and flexibility.
- An ability to work effectively as part of a wider team and have excellent communication skills.
- Flexible approach to work: some evening, lunch and weekend work will be required—a good understanding of social media as both a learning tool and a promotional tool.

Essential Training:

The post holder will be required to undertake the following mandatory compliance training: Orientation, Health & Safety and Data Protection (GDPR). Other training may need to be undertaken when required. The role is also subject to Garda Vetting.