



## Job Description

**Communications Officer  
Professional 5 (P5)  
Communications and Marketing Department  
11 Month Fixed-Term Contract (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 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 faculties, schools and academics. It comprises a number of strategically focussed teams including: Digital Communications, PR/Communications, Marketing and University Events.

This department is responsible for DCU's digital communications, media relations, public relations, external and internal communications, media training, event management and crisis & 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 online 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**

The DCU Institute of Education (IoE) is the newest faculty of Dublin City University and is based in DCU St Patrick's Campus, Drumcondra. The Institute brings together students of education across all sectors from early childhood, to primary and post-primary, and further and higher education. As well as providing a range of undergraduate programmes in education, the Institute offers a rich menu of taught and research-based postgraduate programmes, at doctoral, masters, diploma and certificate levels.

This role will be primarily responsible for assisting with the implementation of the Institute of Education's internal and external strategic communications plans aligned to the University's overall strategic plan. This role will come under the direction of the Director of Communications and Marketing and the Communications Manager within DCU's central communications and marketing department but it will be embedded within the IoE working closely with faculty management and the Executive Dean.

### **Duties and Responsibilities**

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

- Assisting with the creation of a strategic communications plan and calendar of activity for the IoE.
- Managing the promotional activities of the IoE both internal and external.
- Writing targeted news releases, articles, case studies for regional, national and international audiences.
- Supporting the implementation of a Research communications strategy for the IoE.
- Project manage key communications initiatives and awards including the Teachers Inspire Awards.
- Preparing briefing materials for senior leadership in the IoE in advance of engagements with media or key public or industry representatives.
- Work with communications offices of Government, Industry and academic partners.
- Working with programme chairs to identify programme promotional opportunities, promoting local plans, marketing and student recruitment.

- Facilitating press and media inquiries, interview requests (in concert with the university Communications Office).
- Media management of events (in person and virtual) at the university, working with other university departments, photographers, videographers etc.
- Be alive to and across media opportunities for IoE academic staff and research working with the six schools in the IoE.
- Develop content for and update the IoE website and social media channels.
- Any other strategic duties which may be assigned by the Communications Manager or Executive Dean.

### **Minimum Internal Service Criteria**

Please note that [internal service criteria](#) will apply

Please note staff must have successfully completed their probationary period

### **Qualifications and Experience**

Essential criteria:

- A minimum 5+ years' experience working in communications, preferably in a busy agency or multi-disciplinary environment.
- The successful individual will hold a primary degree or equivalent in communications, public relations, journalism or other relevant field.
- Experience in media relations, public relations, communications or journalism.
- Experience of working with the third-level education sector an advantage.
- Experience of research, science, technology or business sectors an advantage.
- Exceptional communication skills, both verbal and written.
- Strong interpersonal skills with proven experience of building and managing relationships with internal and external audiences.
- Excellent organisational and IT skills with experience creating content for web and social media channels.
- Experience of working in a team environment.
- Previous experience of working in higher education would be a distinct advantage as would the ability to work through the medium of Irish.

Desirable criteria:

- Knowledge/ experience of the education sector in Ireland
- Fluency in Irish

### **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.