



Applications are invited from suitably qualified candidates for the following position

**Communications Officer  
Communications and Marketing  
3 Year Fixed Term Contract**

**Dublin City University**

Dublin City University ([www.DCU.ie](http://www.DCU.ie)) 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 and Transformation', it is committed to the development of talent, and the discovery and translation of knowledge that advances society and the economy. DCU is the Sunday Times Irish University of the Year 2021.

The University is based on three academic campuses in the Glasnevin-Drumcondra region of north Dublin. It currently has more than 18,000 students 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 creating a transformative student experience, and its positive social and economic impact. This exceptional commitment on the part of its staff and students has led to DCU's ranking among the top 2% of universities globally. It also consistently features in the world's Top 100 Young Universities (currently in QS Top 70 Under 50, Times Higher Top 150 Under 100).

DCU is placed 84th in the world, in the Times Higher Education University Impact Rankings – measuring higher education institutions' contributions towards the UN Sustainable Development Goals. Over the past decade, DCU has also 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 central level and through its support of DCU's faculties, schools and academics. It comprises a number of strategically focussed teams which includes: Digital Communications, PR/Communications, Marketing and University Events.

It is responsible for DCU's digital communications, online engagement, media relations, public relations, external and internal communications, media training and crisis and 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 virtual 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**

Reporting to the Communications Manager, the Communications Officer will assist in the implementation of the university's internal and external communications strategies working closely with all colleagues in the Communications and Marketing Department, colleagues across DCU faculties and units as well as third party service providers.

The Communications team is conducting a review of the university's research communications strategy in 2022 and this role will play an important part in that process. The successful individual requires extensive communications knowledge and a strong sense of news value, storytelling capabilities as well as accurate writing/editing skills to assist in public relations/media promotion of DCU's initiatives, research and events.

## **Duties and Responsibilities**

- Assist with the Implementation of the strategic communications plan for the university across all channels
- In conjunction with communications colleagues draft and implement communications plans for specific projects and areas of research across faculties.
- Liaise with schools, faculties and departments to develop story ideas and promote research
- Prepare briefing materials for senior leadership in advance of engagements with media or key public or industry representatives
- Research and write regular news releases for regional, national and international distribution
- Work with communications offices of Government, industry and academic partners
- Be the point of contact for press and media inquiries, interview requests etc.
- Media management of events (in person and virtual) at the university, working with the university events team and other university departments, photographers, videographers etc. as required
- Network and develop media contacts across a range of sectors
- Be alive to and across media opportunities for DCU academic staff and research
- Develop content for DCU website and social media channels
- Assist with the provision of media training for DCU spokespeople.
- Any other duties which may be assigned by the Communications Manager or Director of Communications & Marketing

## **Qualifications and Experience**

In addition to the [internal service criteria](#), the ideal candidate will have the following:

- A minimum 5+ years' experience working in communications, preferably in a busy agency or multi-disciplinary environment
- Demonstrable experience working in media relations, public relations, communications or journalism
- Experience working across many different sectors such as research, science, technology or business sectors
- Exceptional communication skills, both verbal and written
- Ability to identify and maximise media opportunities for DCU staff and their research
- 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 busy interdisciplinary team environment to tight deadlines

- Excellent attention to detail
- Strong interest in and knowledge of Irish media

**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.