



Applications are invited from suitably qualified candidates for the following position

**Marketing Officer
Professional 4 (P4)
Communications and Marketing Department
Permanent (Full-Time)**

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.

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.

It is responsible for DCU's digital communications, media relations, public relations, external and internal communications, marketing, 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

Reporting to the Head of Marketing, the Marketing Officer will be a motivated self-starter, with the primary responsibility of assisting with the implementation of the University's advertising and marketing strategies and paid campaigns across offline, digital, and social media platforms. In doing so, they will work closely with the Head of Marketing, all members of the University's Marketing team, and as required, the Digital Communications team, PR/Communications team, Head of Student Recruitment, the Student Recruitment team, faculties, schools, and units, contracted advertising and media buying agencies, and third party designers.

The demanding and varied role requires a candidate with proven marketing, social media, and digital marketing skills, excellent attention to detail, along with exemplary writing skills, strong customer service, interpersonal, and organisational skills, and the ability to effectively project manage, multi-task and prioritise work.

Duties and Responsibilities

Please refer to the job description for a list of duties and responsibilities associated with this role.

Qualifications and Experience

The successful candidate must have a Primary Degree or equivalent qualification plus 3 years relevant experience in Marketing, Digital Marketing, and Social Media, preferably in a higher education environment.

In addition, the ideal candidate will have

- Excellent marketing, digital marketing, and social media skills across offline channels and online digital platforms.
- Demonstrated experience working with all types of Google Ad campaigns (Search, Display, Video, Shopping, Universal App) from creation to end reporting
- A good working knowledge of Google Analytics and Facebook pixels, Google Tag Manager, and UTMs
- Familiarity with website CMS, SEO and SERP
- Excellent attention to detail and the ability to make sound judgements/decisions in close consultation with senior colleagues.
- The ability to draft and evaluate effective advertising and marketing messages.
- Excellent copywriting and editing skills with proven ability to create effective content for offline, online and social media channels.
- Knowledge of social media support tools, and the ability to effectively analyse social media and digital data.
- Excellent organisational, time management and project management skills.
- Be a solutions – oriented team player, with the ability to seek and take direction, where necessary from the Head of Marketing and other members of the Marketing team
- Flexibility – please note, the postholder may be required to work out of hours to manage paid social media activity and to attend specific events.

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.

Salary Scale:

Professional 4 (P4) - €39,156 - €58,143

Appointment will be commensurate with qualifications and experience and in line with current Government pay policy

Closing date: *Tuesday, 24th January 2023*

For more information on DCU and benefits, please visit [Why work at DCU?](#)

Informal Enquiries in relation to this role should be directed to:

Deirdre Wynter, Head of Marketing, Communications and Marketing Department, Dublin City University.

Phone + 353 (0)1 7007510 Email: deirdre.wynter@dcu.ie

Please do not send applications to this email address, instead apply as described below.

Application Procedure:

Application forms are available from the DCU Current Vacancies website at <https://www.dcu.ie/hr/vacancies-current-vacancies-external-applicants>

Applications should be submitted by e-mail with your completed application form to hr.applications@dcu.ie

**Please clearly state the role that you are applying for in your application and email subject line:
Job Ref #BC211119 Marketing Officer**

Dublin City University is an equal opportunities employer.

In line with the Employment Equality Acts 1998 – 2015, the University is committed to equality of treatment for all those who engage with its recruitment, selection and appointment processes.

The University's Athena SWAN Bronze Award signifies the University's commitment to promoting gender equality and addressing any gender pay gaps. Information on a range of university policies aimed at creating a supportive and flexible work environment are available in the [DCU Policy Starter Packs](#)