



## Job Description

**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**

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

- Plan and implement, in consultation with the Head of Marketing, the University's paid online and offline advertising and marketing campaigns to reach the University's many cohorts, from school leavers to non-traditional learners, postgraduate, and international audiences.
- Plan and post marketing related organic social activity from the University's social media platforms, and liaise with the University's Social Media and Online Engagement Editor to coordinate on upcoming paid and organic digital/social advertising and marketing campaigns.
- Liaise with the University's Faculty Communications and/or Marketing Officers and relevant staff across the University's units and research centres to assist with all advertising/marketing and promotional needs.
- Assist the Head of Marketing and other members of the University's Marketing team in the implementation of the University's advertising and marketing strategies and campaigns across offline, digital and social media platforms, including drafting the creative brief, assisting with briefing the University's creative and media agencies, and with the evaluation of creative outputs.
- Ensure an effective and consistent "tone of voice" across the University's paid advertising and paid/organic social media marketing activity.
- Liaise with the Department's Videographers/Photographers and Graphic Designers to coordinate the creation of suitably engaging video, photography, and graphic design content for use across all paid advertising and marketing campaigns, and marketing related organic social media activity.
- Write and edit copy for digital display, search, social, and print advertisements and publications for the University's advertising and marketing campaigns.
- Write and edit copy for the University's online prospectus, as required.
- In consultation with the Head of Marketing monitor all live advertising and marketing campaigns, and conduct post-campaign analysis to inform future advertising and marketing activity.
- Keep up to date of new marketing and advertising techniques to optimise activity and results.
- Assist with research and analysis of market trends, competitor offerings, and other factors affecting the University's online and offline advertising and marketing activity.

- Project manage various Marketing initiatives and projects, and any other activities assigned by the Head of Marketing.
- Assist with financial planning and budgetary requirements, as needed.

### **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 potholder may be required to work out of hours to manage paid social media activity and to attend specific events.