



JOB DESCRIPTION

**Communications Officer
Professional 5 (P5)
Communications and Marketing Department
Permanent (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 enable DCU to tell its story effectively across many channels, 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.

The Communications and Marketing Department 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 colleagues in the Communications and Marketing, faculties and units, as well as third party service providers.

The department is currently conducting a review of the university's research communications strategy and this role will play an important part in that process. The candidate 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

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

- Assist with the implementation of the strategic communications plan for the university across all channels;
- In conjunction with Faculty 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 DCU-wide press and media inquiries, interview requests etc.;
- Media management of events 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 successful candidate will have a minimum five years' experience working in communications, preferably in a busy agency or multi-disciplinary environment. They will also hold a primary degree, preferably in communications, public relations, journalism or other relevant fields.

Essential:

- 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 landscape.

Desirable Criteria

- Experience of working with the third-level education sector an advantage;
- Internal communications experience

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.