



JOB DESCRIPTION

**Communications Officer
Professional 5 (P5)
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 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

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.