



**Marketing Officer
Faculty of Engineering and Computing
Professional 4
Permanent Contract**

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 Faculty

The Faculty comprises three Schools namely, Computing, Electronic Engineering and Mechanical and Manufacturing Engineering, each of which is managed by a Head of School. There are also a number of research institutes/centres within the Faculty. The Executive Dean is its Chief Executive Officer. The Faculty support unit houses a number of different teams including the teaching and learning team and the marketing and communications team. The Faculty Manager has overall management responsibility for this unit.

Role Profile

Reporting to the Senior Administrative Officer (Marketing), the Marketing Officer will be a motivated self-starter, with primary responsibility for print marketing and event management in the Faculty of Engineering and Computing. In doing so, they will primarily work closely with the Senior Administrative Officer (Marketing) and central units including the Student Recruitment team and the Marketing team. Additionally, this post holder will provide administrative assistance to the overall operations of the Faculty as required.

This demanding and varied role requires a committed and responsible individual with proven marketing and event management skills, excellent attention to detail, along with exemplary writing, interpersonal and organisational skills and the ability to effectively project manage, multi-task and prioritise work.

Duties and Responsibilities: Principal Duties and Responsibilities

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

- Working alongside the Senior Administrative Officer (Marketing) in development and implementation of an annual marketing plan for the Faculty of Engineering and Computing.
- Working with School Heads/Programme Chairs in development of print marketing materials, for both undergraduate and postgraduate courses.
- Assisting the Senior Administrative Officer (Marketing) with website redevelopment, social media campaigns and ad-hoc digital marketing activities.
- Analysis of competitor programmes and structures
- Managing relationships with internal and external stakeholders including industry partners, Alumni, academics and students.
- Proofreading and assuring the quality of press releases, social media and web posts and any other publications emanating from the Marketing function (inclusive of marketing materials associated with the Faculty research function).
- Provision of administrative assistance to overall Faculty operations as required.

School liaison and student recruitment activities to include:

- Faculty liaison for the Undergraduate and Postgraduate Prospectus.
- Responsibility for organizing the Faculty's participation at graduate and undergraduate fairs and company events.
- Coordinating Faculty-wide events (virtual and in-person) to include (but not limited to): Final Year Projects Expo, Open Days, and ComputeTY.
- Answering questions from prospective students and parents (referring applicants to contact points at which they can obtain further information).

Other duties that may be assigned from time to time by the Senior Administrative Officer (Marketing), Faculty Manager and/or nominee.

Due to the dynamic environment within the Faculty and the University, the range of duties and responsibilities attaching to the post will be subject to change.

Qualifications, Skills and Experience Required

Individuals must have a Primary Degree or equivalent qualification plus 3 years relevant experience in administration/marketing, preferably in a higher education environment

In addition, the ideal individual will have

- A minimum of 3 years demonstrable experience in Marketing, Event Management, and Social Media.
- Excellent marketing, event management and social media skills.
- Demonstrated experience in organisation and end-to-end management of events for a broad range of audiences and stakeholders.
- Strong stakeholder and relationship management ability.
- A good working knowledge of digital marketing practices and tools
- Excellent attention to detail and the ability to make sound judgements/decisions in close

consultation with senior colleagues.

- Experience in developing, writing and editing print marketing collateral.
- Generally well developed writing and editing skills, with the ability to draft and evaluate key advertising and marketing messages.
- Knowledge of social media support tools, and the ability to effectively analyse social media and digital data.
- Be a solutions - oriented team player, with the ability to seek and take direction from the Senior Administrative Officer (Marketing), Faculty Manager and other members of the Faculty management team.
- Clear ability to work effectively as part of a wider administrative team.
- Flexibility - note, the post holder may be required out of hours to manage and to attend specific events.
- Excellent organisational, project management, time management and event skills.

Essential Training

The post holder will be required to undertake the following mandatory compliance training: Orientation, Health and Safety, Research Integrity and Intellectual Property and Data Protection training. Other training may need to be undertaken when required.