



JOB DESCRIPTION

**Micro-Credential Business Development Specialist
Professional 6
Office of Vice-president Academic Affairs (Registrar)
Fixed-Term Contract up to 31st March 2025**

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.

Project Overview

Over its relatively short history, DCU has developed a strong reputation nationally and internationally for pioneering innovations in higher education. The university is embarking on a period of significant investment in learning innovation across all of its faculties. The DCU Futures initiative will help us transform the learning experience of undergraduate students at DCU, reconceptualizing learning opportunities, creating authentic connections between the classroom and enterprise, and embedding digital literacies, disciplinary competencies and transversal skills required to truly future-proof our graduates for the rapidly changing workplace. DCU is joined in this project by a strong consortium of enterprise partners, representing key employment sectors in the Irish economy and with a strong presence in DCU's primary catchment area. This programme of innovation is funded under the Irish

government's Human Capital Initiative (HCI) supported by the National Training Fund. It will deliver on the ambitions we have to reimagine undergraduate curricula and to embed innovative pedagogies, enhanced use of technology and deep industry engagement.

Further to this DCU as a partner of the Irish University Association led HCI project to develop a Multi-Campus Micro-Credentials (MicroCreds) will develop innovative micro-credential offerings. Through the MicroCreds project, the IUA universities will lead the establishment of a national framework for European Credit Transfer System bearing, quality-assured micro-credentials, the first in Europe. This will facilitate the development of a programme of micro-credentials, each flexibly delivered and accredited by a university and included within the National Framework of Qualifications (NFQ). The project furthers the universities' commitment to work in partnership with government and enterprise to drive lifelong learning in Ireland.

Role Profile

The Micro-Credential Business Development Specialist will develop business opportunities and collaboration opportunities primarily related to DCU's Micro-credentialing and flexible learning portfolio with external and internal stakeholders. Building upon existing pioneering developments in micro-credentials, this post offers an exciting opportunity for the successful individual to engage with internal stakeholders to increase DCU's Micro-Credential and short form learning portfolio, and with industry and other external stakeholders to grow DCU's customer base and increase sales of micro-credentials under business to business and business to customer arrangements. The successful applicant will be accountable for sourcing new leads, managing existing relationships to maintain positive business relationships and collaborative agreements, and closing sales. Under the direction of the Director of Micro-credentials Strategy and Innovation, you will work closely with project staff and other partners to achieve agreed KPIs across domains. You will also work with colleagues from the MicroCreds IUA project team and MicroCreds colleagues from partner institutions.

Duties and Responsibilities

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

- Coordinate and implement a business development strategy.
- Source, develop and maintain business development opportunities both internally and externally.
- Increase the sales of DCU micro-credentials and flexible learning opportunities to B2B and B2C
- Prepare and deliver presentations, reports proposals, papers, and pitch materials in connection with micro-credentials in DCU.
- Conduct and collaborate needs and insights analysis and produce reports in key areas.
- Administer project files and assist related working groups and committees.
- Support the drafting and submission of proposals, pitches and models of micro-credential implementation.
- Self-manage own workload and project to meet agreed deadlines and outputs.
- Manage a variety of tasks concurrently and show flexibility of work patterns in order to meet timeframes and delivery.
- Engage in professional training and development as relevant to the role.
- Lead out and support marketing activities of the project, including specifically the dissemination of promotional and engagement content across channels.

- Escalate issues and risks as necessary to the Director of Micro-Credentials Strategy and Innovation.
- Assist the Micro-Credential team and participate in speaking opportunities, webinars, and other visibility, marketing and PR initiatives.
- Carry out other such duties as determined and prioritized by the Director of Micro-Credentials Strategy and Innovation and/or MicroCreds Institutional Project Manager.
- Develop and cultivate relationships with a range of stakeholders including academics and professional services.
- Liaise with other Units and Central Services where appropriate.

Qualifications & Experience:

Applicants for this post must have a primary degree or equivalent (NFQ Level 7) in an appropriate area, such as business, sales, or business strategy, with at least five years' relevant experience in a similar role in business, higher education, or a cognate sector.

In addition, the ideal candidate will have:

- Demonstrated knowledge of business development strategies, initiatives, and experiences in implementing the same and a track record in sales.
- Excellent research, analytical, and organisational skills and demonstrate the capacity to work independently and creatively.
- Possess advanced presentation skills and demonstrate the ability to increase their know-how for online learning and micro-credentials.
- Excellent interpersonal skills and the ability to establish, manage and maintain.
- working relationships in a complex and innovative environment.
- The ability to develop and construct creative and innovative problem-solving solutions.
- Possess an innovative mind-set and skill set including experience of managing and delivering on complex and multi-faceted deliverables.
- Excellent time management skills with the ability to establish clear priorities in a team-based environment.
- Possess a willingness to work flexibly and independently, travel between campuses and workout of hours as necessary.
- A track-record in developing and maintaining business opportunities and relationships.
- Excellent communications skills with fluent oral and written English.
- A master's degree in business, business strategy or an MBA is desirable, but not essential.