



## **JOB DESCRIPTION**

### **Undergraduate Recruitment Officer Professional 4 Student Recruitment Permanent**

#### **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 Student Recruitment Office is responsible for all communications and activities relating to the promotion of DCU to prospective undergraduate and postgraduate students and relevant audiences. The team comprises a Head of Student Recruitment, one Senior Recruitment Officer and four student recruitment officers. The Student Recruitment Team reports to the Executive Director for External Engagement.

## **Role Profile**

The role is based in DCU's Student Recruitment Team, reporting to the Head of Student Recruitment or in their absence, the Senior Recruitment Officer. The purpose of this role is to promote DCU through a wide range of events and initiatives primarily at undergraduate level to key stakeholders, including prospective students, parents/guardians, teachers, and organisations. This role will require a commitment to a full comprehension of DCU offerings and the Higher Education sector.

## **Duties and Responsibilities**

- Represent DCU at undergraduate and postgraduate fairs nationwide.
- Assist the development and delivery of the Schools' Liaison Programme for DCU.
- Assist with postgraduate recruitment activities throughout the recruitment cycle.
- Manage promotional platforms including CRM, social channels (TikTok, Instagram, Twitter) and digital channels, including website to enhance the user experience.
- Working with data management systems such as CRM, Student Application System, Power Bi and any other systems associated with the role (Training will be provided). Using data to inform and prioritise actions, innovation and enhancement of current student recruitment activities and engagement.
- Strong creative flair and the ability to develop promotional materials working closely with the DCU Marketing team.
- Plan, prepare, coordinate and manage a variety of events as part of the recruitment programme for undergraduate students. These may include Open Days, webinars, call centres and campus tours.
- Liaise with staff members across the university to ensure appropriate assistance for the activities of the Student Recruitment team.
- Be a solution-oriented team player, with the ability to seek and take direction, where necessary from senior members of the Student Recruitment team.
- Identify opportunities for promoting DCU to undergraduate and postgraduate prospective audiences. Work as part of a team to operationalise opportunities that will contribute to the growth and development of the Student Recruitment Office.
- Any other duties that may be assigned from time to time by senior members of the Student Recruitment team.

## **Qualifications and Experience**

### **The ideal individual will have:**

- Applicants must hold a primary degree or equivalent.
- Ideally have at least two years' relevant work experience.
- Experience in one or more of the following: sales/marketing/PR/student recruitment or career guidance
- Candidates should possess excellent interpersonal, communication and administrative skills, be competent project managers and have the ability to complete projects on time and within budget.
- It is essential that candidates possess a full, clean, driving license.
- Demonstrable ability to work with multiple digital technologies and a solid comprehension of mobile and web technology.

- The ability to continuously learn and understand the digital landscape and marketplace for communicating with prospective students.
- Communicates in a clear manner and actively listens and engages to gain understanding – Uses a variety of communication methods in a professional way and appropriate to the audience.
- Continuously strives to learn and adopt best practice.
- Has an ability to develop and maintain good working relationships with fellow colleagues and internal and external stakeholders.