



JOB DESCRIPTION

Administrative Assistant – Digital Marketing and Communications Professional 4 DCU Business School 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

DCU Business School is a dynamic School whose history is marked by steep upward development. From the outset, our guiding voices were those of industry and students and, as a result, we are today distinctive for our deep and responsive industry engagement and our close concern with the success of our students. DCU Business School has an excellent research profile characterised by its industry relevance and a strong international reach. As a mark of the quality of the school, the school has leading international accreditations such as AACSB and AMBA, and it has been awarded the Small Business Charter from the Chartered Association of Business Schools. Additionally, our programmes have relevant professional accreditations. DCU Business School is an engaged,

innovative internationally focused school which prides itself on its excellent reputation for impacting students, the academic community, industry and wider society.

Role Profile

Working as part of a team, the Administrative Assistant – Digital Marketing and Communications will provide professional and comprehensive administrative and support services to the school's Marketing, Communications and Alumni Function.

Duties and Responsibilities

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

- Assist with the creation, provision and maintenance of digital marketing content and resources for the school's various campaigns.
- Monitor the success of those campaigns and assist with the development of periodic reporting to the school's Dean and Management Team.
- Participate in all aspects of marketing the school's programmes and activities.
- Contribute to the management of the school's brand, PR and media engagement strategy.
- Collect and prepare content for publication or communication with external stakeholders.
- Manage the school's presence on various social media platforms.
- Assist with general administrative activities both within the Marketing Communications and Alumni Office and within the school's wider administrative team as required.

Additional duties and responsibilities may be assigned at the discretion of the Faculty Manager or their nominee to meet strategic objectives.

Qualifications and Experience

Applicants for this post must hold a primary degree in the area of marketing, communications, multimedia or equivalent and will preferably be educated to master's level. They should be well organised, able to co-ordinate and progress the tasks associated with the post on their own initiative and be able to contribute to the on-going development and refinement of administrative processes. They will be flexible, demonstrate an ability to work effectively as part of a wider administrative team, and have excellent written, communication and interpersonal skills.