

<b>Research Centre</b>	Insight SFI Research Centre for Data Analytics
<b>Post Title</b>	Events, Marketing & Communications Officer
<b>Post Level</b>	Professional 5
<b>Post Duration</b>	Fixed Term Contract up to 24 months

### **Dublin City University**

Dublin City University (DCU) is a young, ambitious and vibrant university, with a mission ‘to transform lives and societies through education, research, innovation and engagement’. Known as Ireland’s ‘University of Enterprise’, DCU is a values-based institution, committed to the delivery of impact for the public good. DCU was named Sunday Times Irish University of the Year 2021.

DCU is based on three academic campuses in the Glasnevin-Drumcondra region of north Dublin. More than 18,000 students are enrolled across five faculties – Science and Health, DCU Business School, Computing and Engineering, Humanities and Social Sciences and DCU Institute of Education.

DCU is committed to excellence across all its activities. This is demonstrated by its world-class research initiatives, its cutting-edge approach to teaching and learning, its focus on delivering a transformative student experience, and its positive social and economic impact. The university continues to develop innovative programmes in collaboration with industry, such as the DCU Futures suite of degrees, which are designed to equip graduates with the skills and knowledge required in a rapidly evolving economy.

DCU’s pursuit of excellence has led to its current ranking among the top 2% of universities globally. It is also one of the world’s Top Young Universities (QS Top 100 Under 50, Times Higher Top 150 Under 100). In the Times Higher Education University Impact Rankings 2021, DCU ranked 23rd in the world for its approach to widening participation in higher education and its ongoing commitment to eradicating poverty, while it ranks 38th globally for its work in reducing inequality and 89th globally for gender equality.

The university is ranked 23rd in the world and first in Ireland for its graduate employment rate, according to the 2020 QS Graduate Employability Rankings. Over the past decade, DCU has been the leading Irish university in the area of technology transfer, as reflected by licensing of intellectual property.

## **The Insight SFI Research Centre for Data Analytics**

The Insight SFI Research Centre for Data Analytics (<http://www.insight-centre.org>) is an SFI funded Research Centre which brings together researchers from University College Dublin, NUI Galway, University College Cork, and Dublin City University, as well as other partner institutions, Trinity College Dublin (TCD), University of Limerick (UL), Maynooth University (MU) and Tyndall National Institute. It creates a critical mass of more than 400 researchers from Ireland's leading ICT clusters to carry out research on a new generation of data analytics technologies in a number of key application domain areas, such as Health and Human Performance, Smart Communities, Internet of Things, Enterprise and Services and Sustainability and Operations.

The €150m Centre is funded by Science Foundation Ireland and a wide range of industry and European Union partners. Insight's research focus encompasses a broad range of data analytics technologies from machine learning, decision analytics and social network analysis to linked data, recommender systems and the sensor web. Together, with more than 220 partner companies, Insight researchers are solving critical challenges in the areas of Connected Health and the Discovery Economy.

### **Role Profile**

The Events, Marketing & Communications Officer reports to the Chief Operations Officer at the Insight SFI Research Centre for Data Analytics. The Events, Marketing & Communications Officer will principally lead and aid the delivery of the content development elements of the Centre communications strategy, events and development of social media content, publicity materials for projects across Insight. The successful candidate will have the opportunity to make the role their own based on their interests and experience, in response to the priorities of the Research Centre.

### **Principal Duties and Responsibilities**

Responsibilities include but are not limited to:

#### **Events**

- Play a fundamental role in the planning and organisation of demonstrations of collaborative research outcomes at public and industry events. Organise logistics, invitation list, agenda, venue booking, event scheduling, collating, updating, coordinating and promoting relevant information through a variety of media.
- Lead the organisation of site visits for research bodies, industry collaborators and funding agencies, and assist in the preparation of associated literature and paperwork where necessary.
- Head the organisation of Insight conferences, workshops, funder reviews and events according to the schedule of the Insight event planner.
- Help research teams present their work in a manner suitable to the relevant audience.
- Steer the promotion and coverage of events on social media, newsletters, websites, LinkedIn etc.

## **Marketing & Communications**

- Manage Insight's social media platforms - ensure messaging is consistent across platforms and that all channels are connected.
- Create innovative and engaging content in posts using images, videos and graphics appropriate to the research work being promoted.
- Producing appropriate creative content and assets to be used across social media, website, brochures etc.
- Designing and writing content for the website, LinkedIn and other platforms.
- Provide information for marketing and other purposes, disseminate communications about events or similar through a range of platforms, ensuring messages are appropriate for the target audience.
- Promoting events through various communication channels.
- Monitoring industry trends as they relate to the marketing and communications of Insight activities
- Keep current with developments in communications, digital tools, social media and relevant legislation in order to adhere to legal requirements and best practice, and future proof Insight's content and platforms.
- Produce regular updates on social media engagement and on web traffic through Google Analytics as well as other reports as required

## **General**

- Working with the relevant members of the Insight Operations, Communications and Business Development teams, ensuring the accurate and timely preparation of governance/annual/quarterly and monthly metrics reports related to events, marketing and social media outputs, as requested.
- Maintain effective relationships with Insight Business Development, Operations teams, researchers, relevant Communications departments in our host and partner institutions, funder agencies and other stakeholders.

**Please note: Regular travel nationally and infrequent travel internationally, will be required for this role.**

## **Minimum Internal Service Criteria**

Please note that [internal service criteria](#) will apply.

Please note staff must have successfully completed their probationary period.

## **Qualifications, Skills and Experience Required**

- The ideal candidate must have a primary degree in the area of marketing, media or other relevant area.
- Experience of working in a marketing or events or social media environment.
- The successful candidate must have a minimum of three years' relevant experience.
- Excellent inter-personal, verbal and written communication skills with experience of combining, working and establishing credibility and relationships at all levels.

**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.