



Job Description

**Communications Officer
Professional 5 (P5)
Communications and Marketing Department /Research Support Office
11 Month Fixed Term Contract (Full-Time)**

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.

Overview of Communications and Marketing Department

The university's Communications and Marketing Department uses its expertise to enable DCU to tell its story effectively across many channels, showing its value and impact on lives and society. It manages all aspects of the reputation of DCU, at a central level and through its support of DCU's faculties, schools and academics. It comprises a number of strategically focussed teams, which includes Digital Communications, PR/Communications, Marketing and University Events.

This department is accountable for DCU's digital communications, online engagement, media relations, public relations, external and internal communications, media training and crisis and risk management for the university. It is also responsible for the planning, delivery and assistance of a wide range of high quality, professional in person and virtual university events. It manages the DCU brand and its positioning, all of its central advertising and marketing campaigns, web content, graphic design, videography/photography, and assists individual faculties and units in delivering effective marketing and advertising promotional campaigns and materials.

DCU Research Support Office

Professor John Doyle - DCU Vice President for Research, leads DCU's Research focus. Under his direction, the unit is accountable for championing a culture of research across the University, developing an effective research strategy and ensuring that effective research supports are in place. This is in line with the University's mission to ensure that its research has significant social and economic impact and to promote two-way Knowledge Transfer between the University and external partners in industry and society.

DCU has the research expertise, experience of success, and supports necessary to deliver high-quality, impactful research that both addresses the key challenges of our time, and also pushes the boundaries of new discovery. The research support office assists DCU researchers in their research work, with assistance in seeking external funding, in managing project administration and finances or in seeking access to core facilities.

The overall aim of the office is to assist the entire DCU community to conduct and publish high quality research and to maximise the impact of that research locally and globally.

Role Profile

This role will be primarily accountable for assisting with the implementation of the internal and external communications plans of DCU's Research Support office aligned to the University's overall strategic plan. This role will come under the direction of the Director of Communications and Marketing and the Communications Manager within DCU's central communications and marketing department but it will be embedded within the Research Support office. The post holder will work closely with the central communications team and the VP of Research to enhance DCU's research reputation.

The VP of Research in conjunction with the Communications team are revising the University's research communications strategy in 2023. This role will play an important part in that process. The successful individual will have extensive communications knowledge, a strong sense of news value, storytelling capabilities as well as accurate writing/editing skills to assist in public relations/media promotion of DCU's initiatives, research and events.

Duties and Responsibilities

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

- Plan, write content and disseminate email newsletter to highlight DCU research news and impact among key stakeholders.
- Partner and liaise with the PR/Communications team as well as faculty communications officers to identify and develop research specific content.
- Manage and write content for DCU's research website and social channels as appropriate.

- In conjunction with communications officers, assist communications plans to enhance DCU's research reputation, with a strong focus on digital platforms.
- Liaise with schools, faculties and departments to develop story ideas and promote research.
- Identify and manage profile building opportunities for the VP of Research as well as key speaking engagement opportunities for DCU researchers.
- Research and write regular research news articles for national and international distribution.
- Work with communications offices of Government, industry and academic partners as required.
- Networking and developing media contacts across a range of sectors.
- Be alive to and across media opportunities for DCU academic staff and researchers
- Assist with the provision of media and presentation training for DCU research spokespeople.
- Assist with day-to-day research office requirements relating to Research at DCU and communicating its impact on lives and societies.
- Any other duties which may be assigned by the Communications Manager or Director of Communications & Marketing.

Qualifications and Experience

In addition to the [internal service criteria](#), the ideal individual will have:

Essential criteria:

- A minimum of 5+ years' experience working in communications, preferably in a busy agency or multi-disciplinary environment.
- The successful individual will hold a primary degree or equivalent in communications, public relations, journalism or other relevant field.
- Experience in media relations, public relations, marketing communications or journalism.
- Strong interpersonal skills with proven experience of building and managing relationships with internal and external audiences.
- Excellent organisational and IT skills with experience creating content for web and social media channels.
- Exceptional communication skills, both verbal and written and experience of working in a team environment.

Desirable criteria:

- Previous experience of working in higher education would be a distinct advantage, as would the ability to work through the medium of Irish.
- Experience of research, science, technology or business sectors an advantage.

Essential Training

The postholder will be required to undertake the following essential compliance training: Orientation, Health & Safety and Data Protection (GDPR). Other training may need to be undertaken when required.