



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 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 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

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.