



## Job Description

### **Communications Officer Professional 5 (P5) Communications and Marketing Department 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 help DCU tell its story, showing its value and the impact on lives and society. It manages all aspects of the reputation

of DCU, at a corporate level and through its support of faculties, schools and academics. It comprises a number of strategically focussed teams including Digital Communications, PR/Communications, Marketing and University Events.

This department is responsible for DCU's digital communications, media relations, public relations, external and internal communications, media training, event management and crisis & risk management for the university. It is also responsible for the planning, delivery and support of a wide range of high quality, professional in person and online 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 supports individual faculties and units in delivering effective marketing and advertising promotional campaigns and materials.

### **DCU Faculty of Science and Health**

The Faculty of Science and Health (FSH) is a large, vibrant, and agile faculty, with strengths both in teaching and learning and in research. It is one of the largest of the five faculties at DCU and comprises seven schools and 10 associated research centres. The Faculty has a broad and diverse portfolio of education programmes and research activities, from theoretical science to applied science to healthcare. These reflect the disciplinary focus of each of the Faculty's seven schools but also involve multidisciplinary collaborations within the Faculty, with other schools outside of the Faculty and with external partners.

Across its seven schools the Faculty provides education programmes in physics, chemistry, biological sciences, sports science, physical education and health, actuarial and financial mathematics, psychology, nursing, psychotherapy and community health, environmental science, and science education. The Faculty is also a major contributor to the innovative DCU Futures initiative launched in 2021, which is transforming the learning of undergraduate students, reconceptualising how we teach, introducing exciting new areas of study, and embedding the digital literacies and transferable skills students will require to thrive in the post-COVID19 world.

The Faculty has a rich range of research disciplines across the life, physical, chemical and social sciences that include established areas such as diagnostics, sensors, plasma, biotherapeutics, astrophysics, cancer, and water, and newer developing clusters of research expertise in areas such as ageing, chronic disease, wellbeing, lifestyle and nutrition, community engaged research, and e-integrated health care.

### **Role Profile**

This role will be primarily responsible for assisting with the implementation of the internal and external strategic communications plans of the Faculty of Science and Health 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 Faculty of Science and Health (FSH). The post holder will work closely with faculty management and the Executive Dean to highlight the faculty's research reputation.

## **Duties and Responsibilities**

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

- Assisting with the creation of a strategic communications plan and calendar of activity for the Faculty.
- Managing the promotional activities of the FSH both internally and externally.
- Writing targeted news releases, articles, case studies for regional, national and international audiences.
- Assisting with the implementation of a Research communications strategy for the FSH.
- Preparing briefing materials for senior leadership, in the FSH, in advance of engagements with media or key public or industry representatives.
- Work with communications offices of Government, Industry and academic partners.
- Working with programme chairs to identify programme promotional opportunities, supporting local plans, marketing and student recruitment.
- Facilitate press and media inquiries, interview requests, (in conjunction with the university Communications Office).
- Media management of events (in person and virtual) at the university, working with other university departments, photographers, videographers etc.
- Be aware of and across media opportunities for FSH academic staff and research working with the seven schools in the FSH
- Develop content for and update the FSH website and social media channels.
- Any other strategic duties, which may be assigned by the Communications Manager or Executive Dean.

## **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.

### **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.
- Exceptional communication skills, both verbal and written.
- Experience of working in a team environment.

## **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.