JOB DESCRIPTION

Content Editor
Student Information Systems (SIS) Programme
Office of Vice-President Academic Affairs (Registrar)
Up to 2 Year Fixed Term Contract
Professional 3 (P3)

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 the department

In the context of its five-year strategic plan, Talent, Discovery and Transformation 2017-2022, DCU is

currently in the process of implementing a cloud-based Student Information System (SIS) to assist our objectives as a globally engaged university. The SIS Program has a key role to play in the achievement of the University strategic goals, leveraging the affordances of digital technology and systems integration to enhance the experience of both students and staff, and facilitate operational excellence. The SIS programme has been mobilised in the Office of the Vice-President Academic Affairs to deliver this transformational change.

Role Profile

We are seeking a motivated and savvy Content Editor to oversee our system content and user experience needs in a fast-paced work environment. To excel in this role, you will have experience in understanding brand and communications guidelines and applying them to user journeys to ensure a consistent experience by all students and staff.

Duties and Responsibilities

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

- Navigate user journeys to proofread and edit spelling, grammar and syntax
- Work closely with the Communications and Marketing teams to ensure that content meets the DCU guidelines for brand and tone of voice
- Organise, modify and update existing content on system and website
- Collaborate with SIS Programme leads to identify and escalate pain points and inconsistencies across user journeys
- Work with the vendor to plan and verify signed off system changes
- Collaborate with co-workers and come up with fresh, creative content ideas, keeping our audiences in mind
- Manage a busy workload according to deadline
- Analyse data and analytics, and seek to increase reader engagement and retention
- Knowledge of SEO and industry best practices
- Liaise with the marketing team to align branding materials for launches, meetings and programme events

Qualifications and Experience
Essential
- A Bachelor's degree
- Excellent command of the English language
- Excellent attention to detail.

Advantageous
- Professional qualification in Marketing or Communications would be an advantage
- Experience in CRM software like Microsoft Dynamics or Salesforce an advantage

In addition, the successful individual will have:
- Writing, copy editing, and proofreading experience
- Good communication and interpersonal skills
- Highly organised and detail oriented
- Proficient in Microsoft Office, Google Workspace and desktop publishing software

Attributes

The successful individual will have an ability to develop and maintain excellent working relationships. They will be a highly motivated self-starter, with a strong work ethic and excellent judgement. They will demonstrate a high level of professionalism and will have exceptional verbal and written communication skills.