



JOB DESCRIPTION

**Social Media and Events Co-ordinator
Professional 3 (P3)
Faculty of Humanities and Social Sciences
11 Months 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 the department

The Faculty of Humanities and Social Sciences is DCU's largest faculty, offering long-established subjects such as English Literature, Applied Languages, Geography, History, Irish, Law, Music, Politics, Theology and Religious Studies, and Philosophy and newer disciplines such as Media Studies, Journalism, Social Entrepreneurship, Translation Studies and International Relations. The Faculty is home to seven schools including the School of Applied Language and Intercultural Studies; the School

of Communications; the School of English; Fiontar agus Scoil na Gaeilge; the School of Law and Government; the School of History and Geography; the School of Theology, Philosophy, and Music and a number of research centres and institutes. The staff compliment of the faculty comprises of more than 160 full-time academics, 21 professional and 3 technical members and has a student body in excess of 4,400 across a range of undergraduate, postgraduate taught and research programmes.

Role Profile

The Faculty is seeking to recruit a Social Media and Events Co-ordinator. The successful individual will report to the Faculty Manager or nominee and will work closely with the Faculty's marketing and design team. Working as part of the faculty team, the Social Media and Events Co-ordinator will work with the faculty to provide support to operations associated with marketing of the faculty's academic programmes and research engagement. This Social Media and Events Co-ordinator role in the Faculty will be associated with the following areas of activity that are integral to the Faculty's success: student recruitment, marketing campaigns, digital media, events and orientation.

The range of duties attaching to the post is determined in conjunction with relevant stakeholders. Due to ongoing developments within the Faculty and the University at large, the range of duties and responsibilities, attaching to the post will be subject to change.

Duties and Responsibilities

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

- Coordinating logistics for face-to-face and virtual events to ensure the seamless delivery of marketing events, webinars, and seminars for the faculty. This will include room bookings, room set up and assisting virtual events on platforms such as zoom.
- Collating information from faculty to promote programmes on social media platforms.
- Monitor social media posts and collate scheduled posts to support upcoming marketing and recruitment events and PR for the faculty.
- Manage prospective student queries (email, phone, social media etc.) taking responsibility to resolve the majority of queries at first point of contact, seeking guidance for any other queries to the Senior Marketing Officer or nominee.
- Co-ordinate and manage a Faculty events schedule to include all faculty student recruitment activities.
- Maintain database of event attendance for lead generation.
- Manage mailshots to targeted audiences with information on upcoming events.
- Liaise with suppliers to co-ordinate promotional materials
- Represent the faculty at marketing and recruitment committees and working groups as necessary.
- Undertake duties of a general nature or additional tasks that may be required by the Faculty Manager or nominee

Qualifications and Experience

Essential Criteria:

- Leaving Certificate or equivalent plus a recognised marketing/communications qualification and 5 years' relevant experience preferably in a busy agency or multi-disciplinary environment.
- Strong interpersonal skills with proven experience of building and managing relationships with internal and external audiences.
- Excellent written communication skills that can be applied to all communication channels (email, social media, course advertisements, website).
- Well-developed IT skills and a high level of proficiency and experience in technologies including MS Office, Google Apps, Zoom, Mailchimp, Drupal and social media platforms.
- The ability to multitask, prioritise tasks and work to deadline.

Desirable Criteria:

- Experience in an administrative and supporting capacity including event management and administration.
- Skills in managing, capturing and reporting data.
- Experience in engaging with social media, particularly Twitter and LinkedIn would be beneficial.