



Applications are invited from suitably qualified candidates for the following position

**Senior Marketing Officer  
Professional 5 (P5)  
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 complement 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 Senior Marketing Officer (SMO) to the team. The SMO reports to the Faculty Manager and will work closely with the Associate Dean for External Engagement, Programme Chairs and University units, in particular the Communications and Marketing team, to deliver critical faculty outputs in relation to student recruitment and marketing activities for the faculty. The person appointed is expected to make a significant contribution to the attainment of the Faculty's student recruitment targets.

This Senior Marketing Officer 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, orientation, video and photography, internal communications, secretariat to the faculty's External Engagement committee and lead the faculty's marketing and design team. The range of duties attaching to the post of Senior Marketing Officer role 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.

Working as part of the faculty team, the Senior Marketing Officer will manage the operations associated with marketing of the faculty's academic programmes and research engagement to support the communications and marketing strategy for the faculty. This role is critical to the enrichment of the faculty's external reputation and will involve working closely with the University's Communications and Marketing Department to maximise our opportunities to promote the faculty's programmes.

### **Duties and Responsibilities**

Please refer to the job description for a list of duties and responsibilities associated with this role

### **Qualifications and Experience**

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

A minimum five years' experience working in marketing or communications, preferably in a busy agency or multi-disciplinary environment. They will also hold a primary degree, preferably in marketing, public relations or other relevant fields.

#### **Essential:**

- Demonstrable experience of event management, public relations and media engagement;
- Strong interpersonal skills with proven experience of building and managing relationships with

internal and external audiences;

- Excellent organisational and IT skills;
- Experience of working in a busy interdisciplinary team environment to tight deadlines;
- Excellent written and oral communication skills.

**Desirable:**

- Experience working within the third-level education sector an advantage;
- Experience of achievement in overseeing social media and digital marketing activities.

**Essential Training**

The post holder will be required to undertake the following essential compliance training: Orientation, Health and Safety and Intellectual Property and Data Protection training. Other training may need to be undertaken when required.

**Salary Scale:**

Professional 5 (P5) - € 52,198- € 62,889

Appointment will be commensurate with qualifications and experience and in line with current Government pay policy

**Closing date: 4<sup>th</sup> January 2023**

**For more information on DCU and benefits, please visit [Why work at DCU?](#)**

**Informal Enquiries in relation to this role should be directed to:**

Ms. Michelle Brennan, Faculty Manager, Faculty of Humanities & Social Sciences, Dublin City University. Email: [michelle.brennan@dcu.ie](mailto:michelle.brennan@dcu.ie)

**Please do not send applications to this email address, instead apply as described below.**

**Application Procedure:**

Application forms are available from the DCU Current Vacancies website at [https://www.dcu.ie/hr/hr-current-vacancies-internal-competitions?check\\_logged\\_in=1](https://www.dcu.ie/hr/hr-current-vacancies-internal-competitions?check_logged_in=1)

Applications should be submitted by e-mail with your completed application form to [hr.applications@dcu.ie](mailto:hr.applications@dcu.ie)

**Please clearly state the role that you are applying for in your application and email subject line:  
Job Ref #ST1791 Senior Marketing Officer**

***Dublin City University is an equal opportunities employer.***

***In line with the Employment Equality Acts 1998 – 2015, the University is committed to equality of treatment for all those who engage with its recruitment, selection and appointment processes.***

***The University's Athena SWAN Bronze Award signifies the University's commitment to promoting gender equality and addressing any gender pay gaps. Information on a range of university policies aimed at creating a supportive and flexible work environment are available in the [DCU Policy Starter Packs](#)***