



JOB DESCRIPTION

**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 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 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

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

- Contribute to the development and deployment of the faculty's marketing and communications strategy, which encompasses internal and external stakeholders. This will include the marketing of the faculty's programmes, research and other strategic activities.
- Translate the faculty's marketing and communications strategy into annual plans and manage a designated budget to support associated activities.
- Take a lead on student recruitment in conjunction with programme chairs and relevant units of the University (e.g. Communications and Marketing Office, DCU Global, Student Recruitment, Alumni Office).
- Work with in-house designers to produce impactful materials and assets within brand guidelines.
- Evaluate marketing campaigns and managing budgets.
- Organise events and product exhibition.
- Ensure all programme exposure is maximised via social media campaigns, on digital platforms and on print materials in line with the University directives.

- Secretariat to the Faculty External Engagement Committee and work with the Associate Dean for External Engagement to develop and grow our reach in terms of engagement.
- Develop and provide regular recruitment progress reports to the Faculty Management Board.
- Oversee the management of content for the Faculty's website in particular the online prospectus and ensure all programmes are enabled and presented accurately on the Student Application Portal (CRM).
- Conduct research and analyse data to identify audiences.
- Co-ordinate the activities of faculty staff supporting the marketing and student recruitment activities.

Qualifications and Experience

Applicants for the Senior Marketing Officer role must hold 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.