



## **Job Description**

### **Graphic Designer (Professional 4) Communications and Marketing Department Fixed Term contract up to 9 months**

#### **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 University's Communications and Marketing Department uses its expertise to help DCU tell its story, showing its value and 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.

It is responsible for DCU's digital communications, media relations, public relations, external and internal communications, marketing, 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.

### **Role Profile**

Reporting to the Head of Marketing, the Graphic Designer will be a motivated self-starter, with primary accountability for the implementation of the University's graphic design activities across offline, digital, and social media platforms. In doing so, they will actively liaise with the Head of Marketing and all members of the University's Communications and Marketing Department, Student Recruitment team, faculties, schools, and units, contracted advertising and media buying agencies, and third-party designers.

A project to refresh the University's brand identity is nearing completion and this demanding and varied role will be central to the implementation of a refreshed brand identity for DCU. This requires a dedicated and responsible individual with proven graphic design and multimedia skills, excellent attention to detail, along with exemplary creative design skills, strong customer service, interpersonal, and organisational skills, and the ability to project manage, multi-task and prioritise work effectively.

### **Duties and Responsibilities**

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

- Create suitably engaging graphic design content that will be used to maintain DCU's brand and enhance the university's communications with various audiences, across numerous advertising and marketing campaigns and platforms.
- Produce motion graphics and animation from concept to delivery for video, web, and social platforms.
- Organize and maintain a library of design assets.
- Keep abreast of new technologies and techniques to deliver cutting edge work.
- Management of the design and production of various print and digital materials for internal and external audiences, including magazines, brochures, invitations, posters, faculty related materials and annual reports
- Concept creation and the development of design assets for events and specific projects, including signage, artwork displays, infographics and various digital and print collateral.
- Liaison with the University's in-Faculty Communications and Marketing Officers, Student Recruitment team, Digital Communications team and other units to assist with the creation of all graphic design needs (including various digital assets) for use across the University's website, social media channels and advertising/marketing campaigns.
- Project management of various projects across the Marketing team, and any other activities assigned by the Head of Marketing
- Provide outstanding customer service, and professionally and positively represent DCU Communications and Marketing Department in all interactions.

## **Qualifications and Experience**

### **Essential Criteria**

- Candidates must have a primary degree in Visual Communications or Graphic Design, Animation or an equivalent (NFQ level 7) qualification.
- A minimum of 5+ years graphic design and multimedia experience with the ability to provide evidence of both.
- A strong portfolio which demonstrates comprehension of both design and animation
- Expert skills in Adobe Suite: After Effects, Premiere, Animate, Flash, Audition, Photoshop and Illustrator.
- Experience with motion graphics and a variety of 3rd party motion graphic plugins
- Strong creative thinking, exhibiting a range of varied styles and techniques.
- Demonstrable ability to work with multiple digital technologies and a solid comprehension of mobile and web technology.

In addition to the above, candidates will ideally possess the following:

- Experience creating HTML5 web banner ads.
- An interest in or/ comprehension of Drupal CMS
- Strong presentation and communication skills - both verbal and written
- Excellent attention to detail and the ability to make sound judgements/decisions.
- Strong creative flair and the ability to create and evaluate various creative outputs.
- Strong social skills, and the ability to build and manage relationships with colleagues within the department and the broader University environment.
- Be a solution-oriented team player.
- Flexibility - due to the nature of communications and marketing, the post holder may be required on occasion to work out of hours.

### **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.