



Applications are invited from suitably qualified candidates for the following position

**Online Engagement Editor  
Communications Department  
Three Year Fixed Term Contract**

**Dublin City University**

Dublin City University ([www.DCU.ie](http://www.DCU.ie)) 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 and Transformation’, it is committed to the development of talent, and the discovery and translation of knowledge that advances society and the economy. DCU is the Sunday Times Irish University of the Year 2021.

The University is based on three academic campuses in the Glasnevin-Drumcondra region of north Dublin. It currently has more than 18,000 students 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 creating a transformative student experience, and its positive social and economic impact. This exceptional commitment on the part of its staff and students has led to DCU’s ranking among the top 2% of universities globally. It also consistently features in the world’s Top 100 Young Universities (currently in QS Top 70 Under 50, Times Higher Top 150 Under 100).

DCU is placed 84th in the world, in the Times Higher Education University Impact Rankings – measuring higher education institutions’ contributions towards the UN Sustainable Development Goals. Over the past decade, DCU has also been the leading Irish university in the area of technology transfer, as reflected by licensing of intellectual property.

**Overview of the department**

The University’s Communications and Marketing Department manages all aspects of 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.

The Department manages the reputation of DCU, at a corporate level and through its support of faculties, schools and individual academics. It is also responsible for DCU’s digital communications, media relations, public relations, external and internal communications, media training, event management and crisis & risk management for the University.

## **Role Profile**

DCU Communications and Marketing Department is seeking an Online Engagement Editor, the person appointed will report to the Head of Digital Communications and the Director of Communications. This post holder will have a keen understanding of the online environment in which a university operates and how it must engage with various stakeholders. The role will have a particular focus on social media engagement, growing audience share and the creation of organic content targeted to specific audiences.

## **Duties and Responsibilities**

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

## **Qualifications and Experience**

### **Essential Criteria:**

Leaving Certificate plus a recognised secretarial qualification and 3 years' relevant experience, or, a recognised secretarial course plus 5 years' relevant experience without a Leaving Certificate.

### **Desired Criteria:**

- A primary degree in a relevant area is desirable
- Experience working or interest in media, with at least one year's experience in a similar role
- This position is best suited to an individual with a passion for social media and communications
- The candidate should have an excellent knowledge of current affairs and be familiar with DCU
- The candidate would gain further experience working on a digital CMS, dealing with press queries, and working for events
- Experience in digital CMS is desirable but not essential

## **Mandatory Training**

The post holder will be required to undertake the following mandatory compliance training: Orientation, Health & Safety and Data Protection (GDPR). Other training may need to be undertaken when required.

## **Salary Scale:**

Secretary/Accounts Assistant 2 - €28,166 - €34,813.

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

**Closing date:** 4<sup>th</sup> June 2021

**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 Jane Last, Head of Digital Communications, Communications and Marketing Department, Dublin City University.

Email: jane.last@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/vacancies-current-vacancies-external-applicants> (external applicants)

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: #BC0408 - Online Engagement Editor**

*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](#)*