



JOB DESCRIPTION

Online Engagement Editor Communications Department Three Year Fixed Term Contract

Dublin City University

Dublin City University (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

The individual will be responsible for managing the day to day scheduling of DCU Comms 'organic' content, as distinct from marketing, paid for or native content, on social media platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok), using content tailored to stakeholders on specific platforms.

The individual will be responsible for the following;

- Work to increase audience on DCU's social media platforms and drive traffic to main DCU website and/or Loop
- Working with a number of different departments and units in delivering campaigns online, and measuring analytics
- Providing support for virtual and 'in person' events - including planning, promotion and coverage of event on social media
- Produce monthly analytics reports for stakeholders illustrating user engagement on specific platforms
- Work with marketing team co-ordinating content - specifically to ensure no clashing of posts on social media, and awareness of marketing campaigns
- Collaborate with the Head of Digital Communications in inputting into and operationalising DCU's social media strategy as regards organic content
- Create innovative and engaging content posts using images, video and graphics
- Monitoring of mentions across platforms to ensure efficient and timely response to issues, which will need to be passed on to relevant departments
- Engaging with users who send queries relating to DCU
- Monitoring social media platforms' product developments and roll-outs, and how they can best be applied to DCU's channels
- Act as liaison between digital comms unit and units in student body
- Deliver workshops to staff and interested parties in 'effective use of social media' as well as provide overview of DCU social media channels

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.