



JOB DESCRIPTION

Student Recruitment Officer – Two Positions Available

Student Recruitment Officer - (Grade IV)

These Positions May Be Filled on a Permanent or Temporary Basis

Overview

Dublin City University (www.dcu.ie) is a research-intensive, globally-engaged, dynamic institution that is distinguished by both the quality and impact of its graduates and its focus on the translation of knowledge into societal and economic benefit. DCU prepares its students well for success in life, and in the workplace, by providing a high-quality, rounded education appropriate to the challenges and opportunities of the 21st century. As Ireland's University of Enterprise and Transformation, DCU is characterised by a focus on innovation and entrepreneurship and a track-record of effective engagement with the enterprise sector, including commercial, social and cultural enterprises. Excellence in its education and research activities has led to DCU's consistent position in the rankings of the world's top young universities.

Overview of the department

The Student Recruitment Office is responsible for all communications and activities relating to the promotion of DCU to prospective undergraduate and postgraduate students and relevant audiences. The team comprises a Head of Recruitment, one Senior Recruitment Officer and two Recruitment Officers. The Student Recruitment Team reports to the Deputy President of Dublin City University.

Role Profile

The role is based in DCU's Student Recruitment team, reporting to the Head of Student Recruitment or in their absence, the Senior Recruitment Officer. The purpose of this role is to promote DCU through a wide range of events and initiatives at undergraduate and postgraduate levels to key stakeholders, including prospective students, graduates, guidance counsellors, parents and others where necessary. This role will require a commitment to a full comprehension of DCU offerings and the Higher Education sector.

Duties and Responsibilities

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

- Promotion and outreach for undergraduate and postgraduate activities that include but are not limited to presenting in schools and organisations, attending fairs, working directly with prospective students, guidance counsellors and parents. This will include traveling to and from presentations and events

- Plan, prepare, coordinate and manage a variety of events as part of the recruitment programme for undergraduate and postgraduate students. These may include Open Days, DCU information days, seminars, workshops and campus tours
- Working with data management systems such as CRM, Student Application System, Power Bi and any other systems associated with the role (Training will be provided). Using data to inform and prioritise actions, innovation and enhancement of current student recruitment activities and engagement
- Maintain and analyse data relating to student recruitment patterns and competitor offerings. Using data to inform and prioritise actions, innovation and enhancement of current student recruitment activities and engagement
- Manage promotional platforms including CRM, social channels (TikTok, Instagram, Twitter) and digital channels including website to enhance the user experience
- Lead out on specific initiatives and work as part of a team to deliver the wider objectives of the student recruitment function. Collaboration with colleagues in Faculties, registry, international office, communications and marketing.
- Identify opportunities for promoting DCU to undergraduate and postgraduate prospective audiences and to operationalise those innovative ideas and opportunities
- Any other duties that may be assigned from time to time by senior members of the Student Recruitment team.

Qualifications and Experience

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

- Applicants must hold a primary degree
- Ideally have at least two years' relevant work experience.
- Experience in one or more of the following: sales/marketing/PR/student recruitment or career guidance
- Candidates should possess excellent interpersonal, communication and administrative skills, be competent project managers and have the ability to complete projects on time and within budget.
- It is essential that candidates possess a full, clean, driving licence.
- Demonstrable ability to work with multiple digital technologies and a solid comprehension of mobile and web technology.

Candidates will also be required to be competent in the following areas

1. Digital Literacy

The ability to continuously learn and understand the digital landscape and marketplace for communicating with prospective students.

2. Communication

Communicates in a clear manner and actively listens and engages to gain understanding - Uses a variety of communication methods in a professional way and appropriate to the audience.

3. Personal Effectiveness / Excellence

Continuously strives to learn about how things are done, why they are done that way and how the role impacts on everything Is effective in planning and managing their workload.

4. Building and maintaining relationships

Has an ability to develop and maintain good working relationships with fellow colleagues and stakeholders. A key element of the role is engaging with prospective undergraduate and postgraduate students, delivering excellent customer experience.