



JOB DESCRIPTION

Website Specialist Communications Department 3 Year Fixed Term Contract

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 University's Communications and Marketing team manages all aspects of the DCU brand and its positioning, including its social media platforms, all of its central advertising and marketing campaigns, web design, graphic design, videography/photography, and supports individual faculties and units in delivering effective marketing and advertising promotional campaigns and materials.

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

Role Profile

Dublin City University Communications Unit requires a highly driven fast starter Website Specialist (a hybrid of Web Designer/Front End Developer) to join our Digital communications team to work on the design, user experience, and navigation of the DCU.ie website.

The importance of the DCU website as a primary communications tool for the university to engage with both its internal and external audience has grown exponentially. The website has become a key channel of communications for student recruitment, news, events and brand representation.

As part of the Digital Communications Team you will work on the DCU.ie website which we are currently updating.

Duties and Responsibilities

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

- Supporting DCU's day-to-day digital communication and marketing needs, including building and improving pages, re-building portions of our site, and retiring pages and elements as needed.
- Creating website and web component designs (generally within existing frameworks), producing samples for departments and units across DCU and putting designs live on the site.
- Meeting with staff from various departments and units to discuss their requirements, provide options and to receive feedback. Work as a pro-active member in fluid multi-disciplinary teams.
- Self-motivated, showing initiative and sound decision making
- Strong knowledge of producing and working with images, photos, icons etc and industry standard software such as Adobe PhotoShop, Adobe Creative Suite and Adobe Illustrator or similar.
- Developing a high level of expertise in programming languages such as JavaScript and HTML.
- Helping to maintain and update websites existing site designs.
- Ensuring all site design has a high level of usability, accessibility and SEO. Keeping up to date with new design and software developments.

Qualifications and Experience

Essential Criteria:

Candidates must have a Primary Degree or equivalent (NFQ Level 7) qualification.

Desirable Criteria:

The University is seeking a web specialist with three to five years' relevant work experience to work alongside the communications and web development team, reporting to the Head of Digital Communications and the Director of Communications.

In addition, the candidate should have;

- Experience in website design and front end developer work
- Can-do attitude and outlook
- Knowledge of the Adobe Creative Suite
- Experience with Content Management Systems, ideally Drupal
- Proficient skills in HTML and Javascript
- Solid understanding of Web Analytics
- Familiar with Responsive web design development and latest web technologies
- Candidate must demonstrate a passion for web technology and web marketing
- Proven ability to plan, schedule and prioritise tasks
- Excellent communication skills
- Excels in a team-oriented environment
- Excellent project management skills and attention to detail

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.

Competencies required

the candidate will be assessed under the following the competencies:

- **Building and maintaining relationships:** Has the ability to develop and maintain good working relationships with fellow colleagues and others, within and outside the organization.
- **Personal Effectiveness/ Excellence:** Continuously strives to achieve high standards in the completion of tasks and in approach to working with people.
- **Teamworking:** Working collectively in a supportive manner to share tasks and information. Shows respect for the contribution of others.
- **Personal Effectiveness/ Excellence:** Continuously strives to achieve high standards in the completion of tasks and in approach to working with people.