JOB DESCRIPTION

Website Specialist
Communications and Marketing Department
3 Year Fixed Term Contract

Overview

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, 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

The Communications and Marketing Department 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 successful candidate will be part of a busy team which works to demonstrate how DCU is helping to transform lives and societies. They will work as part of the Digital Communications team as well as the wider Communications and Marketing teams within the Department and will be in contact with stakeholders from a wide range of faculties, departments and units across DCU.

As part of the wider DCU Communications & Marketing Department, the successful candidate will gain insight into external and internal communications, as well as help to support high profile events for DCU. The successful candidate will also work closely with the Web Development team.

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.

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, improving pages, re-building portions of our site.
- 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.
- 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 ideally 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
- 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
- Self-motivated, showing initiative and sound decision making
- 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
Four relevant competencies should be listed:

- **Building and maintaining relationships:** Has the ability to develop and maintain good working relationships with fellow colleagues and others, within and outside the organisation.

- **Personal Effectiveness/ Excellence:** Continuously strives to achieve high standards in the completion of tasks and in their approach to working with people.

- **Team working:** Working collectively in a supportive manner to share tasks and information. Shows respect for the contribution of others.

- **Innovation and Creative Thinking:** Has the ability to think creatively and uses initiative. Promotes improvement ideas to more senior colleagues in own division/department/team. Keeps up-to-date with developments in own field. Uses this information to promote best practice.