International Recruitment Officer (x3)

Grade IV

11 Month Contract

International Office

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.

Role Profile

This person will be responsible for developing and delivering recruitment plans for designated markets working with teams in Faculties and in Professional Services ensuring outcomes are aligned to the University’s strategic aims. The successful candidate will role model administrative excellence and be responsible for a cohesive approach to their designated markets. They will identify business risks and opportunities, and provide flexible, innovative solutions that will deliver on identified objectives. They will continually evaluate their own impact, and the overall function, in order to improve as a professional and drive sustainable performance.

Working as part of a dedicated team, the role will provide comprehensive administrative support in all International Recruitment related activities, as determined by the Director of the International Office and/or Global Recruitment Manager. This focus may change over time with the development
and expansion of the Office. The successful candidates will be expected to represent DCU at events (home and abroad) and to spend time travelling overseas.

The International Recruitment Officer will report to the Global Recruitment Manager and will liaise closely with other International Office staff and the wider University community (Faculty Offices, Registry, etc.).

**Main Duties and Responsibilities**

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

- Developing and delivering annual operational recruitment plans for the markets within the designated portfolio.
- Promotion and outreach for undergraduate and postgraduate recruitment activities in their assigned markets, that include but are not limited to presenting in schools/colleges and organisations, attending fairs, working directly with prospective students, agents, scholarship bodies and parents. This will include domestic and international travel for presentations and events.
- Identify opportunities for promoting DCU to undergraduate and postgraduate prospective audiences in assigned markets and to operationalise those innovative ideas and opportunities. Plan, prepare, coordinate and manage a variety of events as part of the recruitment programme for undergraduate and postgraduate students. These may include live and virtual international education exhibitions, School open days, DCU webinars, 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 for their markets and competitor offerings. Using evidence-based decision making 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 other digital channels including the DCU International Office 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 international student recruitment function. Collaborate with colleagues in Faculties, Registry, Student Recruitment, Communications and Marketing.
- Internationally, the post holder will represent DCU on Enterprise Ireland and Education in Ireland missions overseas and will initiate and maintain contact with University representatives in overseas institutions and International Student Recruitment agencies.
- The role is office based with extensive international travel to key markets (15-20 weeks annually). Some weekend and evening work is involved during promotional work overseas and hosting visits to the DCU campuses.
- The role requires flexibility, initiative, resilience, and the ability to work out of hours and weekends with notice.
- As the International team continues to expand and evolve, flexibility in regard to the allocation of specific duties will be necessary. Accordingly, the list of duties detailed above is not exclusive or restrictive.
- Any other duties that may be assigned from time to time by senior members of the International Student Recruitment team.
Qualifications & Experience

- 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/higher education.

In addition

- Candidates should possess excellent interpersonal, communication and administrative skills, be capable project managers and have the ability to complete projects autonomously, on time and within budget.
- Demonstrable ability to work with multiple digital technologies and a solid comprehension of mobile and web technology.
- Candidates should have good intercultural communication and diversity awareness.

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.