



Applications are invited from suitably qualified candidates for the following position

**Graphic Designer/Marketing Officer (Grade IV)
Communications and Marketing Department
Permanent**

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.

Communications and Marketing Department

The university's Communications and Marketing Department uses its expertise to help DCU tell its story, showing its value and impact on lives and society. It manages all aspects of the reputation of DCU, at a corporate level and through its support of DCU's faculties, schools and academics. It comprises a number of strategically focussed teams which includes: Digital Communications, PR/Communications, Marketing and University Events.

It is responsible for DCU's digital communications, online engagement, media relations, public relations, external and internal communications, media training and crisis and risk management for the university. It is also responsible for the planning, delivery and support of a wide range of high quality, professional in person and virtual university events.

It manages 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.

Role Profile

Reporting to the Head of Marketing, the Graphic Designer/ Marketing Officer will be a motivated self-starter, with primary accountability for the implementation of the University's graphic design activities across offline, digital, and social media platforms, and providing marketing support, as needed. In doing so, they will actively liaise with the Head of Marketing and all members of the University's Communications and Marketing Department, Student Recruitment team, faculties, schools, and units, contracted advertising and media buying agencies, and third party designers.

A project to refresh the University's brand identity is nearing completion and this demanding and varied role will be central to the implementation of a refreshed brand identity for DCU. This requires a dedicated and responsible individual with proven graphic design, multimedia, and marketing skills, excellent attention to detail, along with exemplary creative design skills, strong customer service, interpersonal, and organisational skills, and the ability to project manage, multi-task and prioritise work effectively.

Duties and Responsibilities

Please see the Job Description for a full list of Duties and Responsibilities

Qualifications and Experience

Essential Criteria

- Candidates must have a primary degree in Visual Communications or Graphic Design, Animation or an equivalent (NFQ level 7) qualification.
- A minimum of 5+ years graphic design and multimedia experience with the ability to provide evidence of both.
- A strong portfolio which demonstrates your comprehension of both design and animation.
- Expert skills in Adobe Suite: After Effects, Premiere, Animate, Flash, Audition, Photoshop and Illustrator.
- Experience with motion graphics and a variety of 3rd party motion graphic plugins.
- Strong creative thinking, exhibiting a range of varied styles and techniques.
- Demonstrable ability to work with multiple digital technologies and a solid comprehension of mobile and web technology;

Desirable Criteria

In addition to the above, candidates will ideally have the following;

- An additional qualification in Marketing/Digital Marketing is desirable.
- Experience creating HTML5 web banner ads.
- A demonstrable knowledge of marketing, social media platforms, and digital marketing strategy.
- An interest in or/ comprehension of Drupal CMS;
- Strong presentation and communication skills - both verbal and written;
- Excellent attention to detail and the ability to make sound judgements/decisions;
- Strong creative flair and the ability to create, and evaluate various creative outputs;
- Strong social skills, and the ability to build and manage relationships with colleagues within the department and the broader University environment;

- Be a solution oriented team player, with the ability lead and deputise where necessary on behalf of the Head of Marketing.
- Flexibility - due to the nature of communications and marketing, the post holder may be required on occasion to work out of hours.

Essential Training

The postholder will be required to undertake the following essential compliance training: Orientation, Health & Safety and Data Protection (GDPR). Other training may need to be undertaken when required.

Salary Scale:

[Grade IV Administrative Assistant] - € 37,158.00- € 55,337.00

Appointment will be commensurate with qualifications and experience and in line with current Government pay policy

Closing date: 28th February 2022

For more information on DCU and benefits, please visit [Why work at DCU?](#)

Informal Enquiries in relation to this role should be directed to:

Ms. Deirdre Wynter, Head of Marketing, Dublin City University.

Email: deirdre.wynter@dcu.ie

Please do not send applications to this email address, instead apply as described below.

Application Procedure:

Application forms are available from the DCU Current Vacancies website at <https://www.dcu.ie/hr/vacancies-current-vacancies-external-applicants> (external applicants)

Applications should be submitted by e-mail with your completed application form to hr.applications@dcu.ie

**Please clearly state the role that you are applying for in your application and email subject line:
Job Ref: #BC211118 Graphic Designer/Marketing Officer (Grade IV)**

Dublin City University is an equal opportunities employer.

In line with the Employment Equality Acts 1998 – 2015, the University is committed to equality of treatment for all those who engage with its recruitment, selection and appointment processes.

The University's Athena SWAN Bronze Award signifies the University's commitment to promoting gender equality and addressing any gender pay gaps. Information on a range of university policies aimed at creating a supportive and flexible work environment are available in the [DCU Policy Starter Packs](#)