



## **JOB DESCRIPTION**

### **Marketing Officer (Grade IV) Communications and Marketing Department Permanent**

#### **Dublin City University**

Dublin City University [www.DCU.ie](http://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 faculties, schools and academics. It comprises a number of strategically focussed teams including: Digital Communications, PR/Communications, Marketing and University Events.

It is responsible for DCU's digital communications, media relations, public relations, external and internal communications, media training, event management and crisis & 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 online 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 Marketing Officer will be a motivated self-starter, with primary responsibility for assisting with implementation of the University's advertising and marketing strategies and paid campaigns across offline, digital, and social media platforms. In doing so, they will work closely with the Head of Marketing, all members of the University's Marketing team, and as required, the Digital Communications team, PR/Communications team, Head of Student Recruitment, the Student Recruitment team, faculties, schools, and units, contracted advertising and media buying agencies, and third party designers.

This demanding and varied role requires a committed and responsible individual with proven marketing, social media, and digital marketing skills, excellent attention to detail, along with exemplary writing skills, strong customer service, interpersonal, and organisational skills, and the ability to effectively project manage, multi-task and prioritise work.

### **Duties and Responsibilities**

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

- Plan and implement, in consultation with the Head of Marketing, the University's paid online and offline advertising and marketing campaigns to reach the University's many cohorts, from school leavers to non-traditional learners, postgraduate, and international audiences.
- Liaise with the University's in-Faculty Communications and Marketing Officers and relevant staff across the University's units and research centres to assist with all advertising/marketing and promotional needs.
- Assist the Head of Marketing and other members of the University's Marketing team in the implementation of the University's advertising and marketing strategies and campaigns across offline, digital and social media platforms, including drafting the creative brief, assisting with briefing the University's creative and media agencies, and with the evaluation of creative outputs.
- Liaise with the University's Social Media and Online Engagement Editor to coordinate on upcoming paid digital/social advertising and marketing campaigns.
- Ensure an effective, and consistent "tone of voice" across the University's paid advertising and social media marketing activity.
- Liaise with the Department's Videographers/Photographers and Graphic Designers
- to co-ordinate the creation of suitably engaging video, photography, and graphic design content for use across all paid advertising and marketing campaigns, and other promotional activity.
- Write and edit copy for digital display, search, social, and print advertisements and publications for the University's advertising and marketing campaigns.
- In consultation with the Head of Marketing monitor all live advertising and marketing campaigns, and conduct post-campaign analysis to inform future advertising and marketing activity.
- Keep abreast of new marketing and advertising techniques to deliver cutting edge work.

- Assist with research and analysis of market trends, competitor offerings, and other factors affecting the University's online and offline advertising and marketing activity.
- Project manage various Marketing initiatives and projects, and any other activities assigned by the Head of Marketing.
- Assist with financial planning and budgetary requirements, as needed.

## **Qualifications and Experience**

### **Essential Criteria**

- A degree in Marketing, Digital Marketing, or equivalent
- A minimum of 5+ demonstrable experience in Marketing, Digital Marketing, and Social Media.

### **The successful candidate will be able to clearly demonstrate the following:**

- Excellent marketing, digital marketing, and social media skills across offline and online digital platforms.
- Experience working with all types of Google Ad campaigns (Search, Display, Video, Shopping and Universal App) a good understanding of Google Ad campaigns, including best practice from creation to end reporting.
- A good working knowledge of Google Analytics and Facebook pixels, Google Tag Manager, and UTMs, among others.
- Excellent attention to detail and the ability to make sound judgements/decisions in close consultation with senior colleagues.
- The ability to draft and evaluate key advertising and marketing messages.
- Knowledge of social media support tools, and the ability to effectively analyse social media and digital data.
- Excellent organisational, time management, and digital marketing skills, a working knowledge of Google AdWords and of content creation for offline, online, and social media channels.
- Be a solutions - oriented team player, with the ability to seek and take direction, where necessary from the Head of Marketing and other members of the Marketing team
- Flexibility - note, the post holder may be required out of hours to manage paid social media activity and to attend specific events.
- Excellent organisational, time management and digital marketing skills.
- A working knowledge of content creation for offline, online, and social media channels.
- Familiarity with SEO and SERP.

### **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.