



## **JOB DESCRIPTION**

### **Communications Manager Communications Department Permanent Contract**

#### **Overview**

Dublin City University ([www.dcu.ie](http://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. Through its mission to transform lives and societies through education, research and innovation DCU acts as an agent of social, cultural and economic progress. DCU is characterised by a focus on innovation and entrepreneurship and a track-record of effective engagement with the enterprise sector. 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 Communications Department handles all media, public relations and internal communications for Dublin City University.

In conjunction with the Marketing and Digital Communications team, it works with all university departments, faculties, schools and individual academics to promote the work of the university to its stakeholders. It also works closely with the President's Office for on-campus and virtual event management.

The work of the Department is varied and cross functional. Communications takes in all aspects of life in DCU, promoting world class research to announcements on new appointments, new courses at undergrad and postgrad level, to publicising university initiatives, awards, events, conferences, honorary conferrings and exhibitions/openings, as well as providing expert advice and media training/ interview preparation for university spokespeople.

#### **Role Profile**

The University is recruiting a solution focussed and results orientated Communications Manager to work on internal and external communications in support of managing the reputation of the University. This is a full time office based role and the successful candidate will report to the Director of Communications.

## **Duties and Responsibilities**

Reporting to the Director of Communications, the duties of the position include, but are not limited to, the following:

- Develop and implement a PR and media relations strategy that will help to demonstrate the University's goals, achievements and developments in line with its overall strategic plan
- Assist the Director of Communications through the day to day management of a team responsible for conveying all aspects of DCU's Strategy to its various stakeholders both internally and externally;
- Proactively liaise with Schools and Faculties to assist delivery of increased media profile and assisting with the event-management of high-profile university events virtual or otherwise;
- Manage high-profile university events, media opportunities and internal communications;
- Through targeted interactions with media and audiences ensure DCU's many stakeholders hear constant strong rationale for engaging with the university to study, teach and promote its activities;
- Accountable for the production of articles, press releases, gathering news and feature information within the Faculties and Schools along with gathering background material and other copy for use in both internal and external communications, both in Ireland and abroad;
- Ensure that there is a consistency and quality in the presentation of the above information for both internal and external use;
- Actively seek new and creative opportunities to exploit the considerable potential of DCU;
- Proactively develop and maintain a good network of contacts with all relevant media, promoting the use of DCU personnel in broadcast and written media, and the publication of DCU information across all media;
- Any other duties which may be assigned from time to time by the Director of Communications or their nominee.

## **Qualifications, Experience and Skills**

### **Essential:**

- A level 7 qualification in communications or a directly relevant field;
- 3 to 5 years' experience at senior level in media management including a demonstrable record of consistent delivery of national and international press and media coverage throughout that time;
- Demonstrable record of the ability to lead and manage a team;
- Concrete operational record in leading the event management of high-profile projects such as international visits, conferences and media events;
- Ability to network and manage relationships;
- Be capable of managing and prioritising a varied and substantial workload;
- Demonstrable record of creativity and developing and implementing new ideas
- Excellent communication skills both written and verbal
- Good social skills and be able demonstrate the ability to influence with impact
- The post-holder must be flexible, work outside normal office hours if required and possess an ability to work effectively as part of a wider team while also taking clear responsibility for the functions assigned to the role.

### **Desirable**

- Primary degree in journalism, communications or related field
- Can do positive attitude and enthusiasm to take on new challenges
- Curiosity to learn and find new ways of working to contribute to the overall team success