



Applications are invited from suitably qualified candidates for the following position

**Digital Marketing/Graphic Design Assistant
Marketing Department
(Grade 3 - Permanent)**

Overview

Dublin City University (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. As Ireland's University of Enterprise and Transformation, DCU is characterised by a focus on innovation and entrepreneurship and a track-record of effective engagement with the enterprise sector, including commercial, social and cultural enterprises. 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 University's Marketing Department provides strategic leadership and support on all aspects of marketing the University and its programmes, and management of the DCU brand and its positioning. Services offered by the department include advertising and marketing campaign development and management, digital and social media marketing, graphic design, and videography/photography. A key feature of the Office is its integrated, collaborative approach across all briefs to deliver effective marketing solutions for the University's Faculties, Units, and Research Centres in line with the University's strategic objectives.

The Department is now seeking to recruit a Digital Marketing/Graphic Design Assistant to assist with the preparation and implementation of the University's Marketing, Advertising, and Design activities.

Role Profile

Reporting to the Head of Marketing, the Digital Marketing/Graphic Design Assistant will be a motivated self-starter, with primary accountability for assisting with the implementation of the University's advertising and marketing strategies and graphic design activities across offline, digital, and social media platforms. In doing so, s/he will actively liaise with the Head of Marketing and all members of the University's Marketing Department, Student Recruitment Office, Communications Department, faculties, schools, and units, contracted advertising agencies, and third party designers.

This demanding and varied role requires a dedicated and responsible individual with proven marketing, social media, digital marketing, and graphic design skills, excellent attention to detail, along with exemplary writing skills, strong customer service, social, and organisational skills, and the ability

to effectively project manage, multi-task and prioritise work, with the assistance of more experienced colleagues.

Duties and Responsibilities

Please refer to the job description for a full list of duties and responsibilities associated with this role.

Qualifications and Experience

- A degree in Marketing, Digital Marketing, Visual Communications or Graphic Design (or a closely related field);
- A demonstrable knowledge of marketing, social media platforms, digital marketing strategy, and graphic design;
- A minimum of one years' marketing/graphic design experience with the ability to provide evidence of both, preferably in a University environment;
- Social media, marketing and digital marketing skills across offline and online digital platforms;
- A good working knowledge of the Adobe Creative Cloud Suite (InDesign, Photoshop, Illustrator, Dreamweaver etc.);
- Demonstrable ability to work with multiple digital technologies and a solid comprehension of mobile and web technology;
- An interest in or/comprehension of Drupal CMS;
- Excellent customer service skills;
- Strong presentation and communication skills - both verbal and written;
- Excellent attention to detail and the ability to make sound judgements/decisions in close consultation with more experienced colleagues;
- Strong creative flair and the ability to create, and assist with the evaluation of, various creative outputs;
- The ability to draft and evaluate key advertising and marketing messages, in close consultation with more experienced colleagues;
- Knowledge of social media support tools, e.g. Hootsuite, and the ability to effectively analyse social media and digital data;
- Strong social skills, and the ability to build and manage relationships with colleagues within the department and the broader University environment;
- A working knowledge of Google Adwords and of copy and content creation across various digital marketing channels;
- Be a solution - oriented team player, with the ability to seek and take direction, where necessary from the department Head and other members of the Marketing team;
- The ability to multi-task effectively;
- Flexibility - note, the post holder may be required at weekends and out of hours to manage paid social media activity and to attend specific events.

Candidates will be assessed on the following Competencies

- Innovative and Creative Thinking
- Communications
- Personal Effectiveness/Excellence
- Building & Maintaining Relationships

Mandatory Training

The postholder 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.

Salary Scale: Grade III €33,361 - €42,556

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

Closing date: 9th of October 2020

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

Ms Deirdre Wynter, Head of Marketing, Dublin City University.
Phone + 353 (0)1 700 7510 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 <http://www.dcu.ie/vacancies/current.shtml> (external applicants)

Applications, which should include a portfolio of past/current digital marketing and graphic design work, 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 #BC2809A Digital Marketing/Graphic Design Assistant.**

Dublin City University is an equal opportunities employer and is committed to promoting gender equality reflected in its attainment of the Athena SWAN Bronze Award. Information on a range of university policies aimed at creating a supportive and flexible work environment are available at www4.dcu.ie/policies/policy-starter-packs.shtml.