



## **JOB DESCRIPTION**

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

#### **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. 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**

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

- Assist the Head of Marketing and Social Media/Marketing Assistant in the implementation of the University's advertising and marketing strategies and campaigns across offline, digital and social media platforms, including assisting with drafting the creative brief, assisting with briefing and managing the University's creative and media agencies, and assisting with the evaluation of creative outputs;
- Daily liaison with the University's Social Media/Marketing Assistant, Graphic Designers, Faculty Managers and Marketing Co-Ordinators, and Communications team to assist with all advertising/marketing and design needs;
- Work with the Marketing Department's Graphic Designers to create suitably engaging graphic design content for use across various campaigns and platforms;
- Prepare and supply copy for digital display, search, social, and print advertisements and publications for the University's advertising campaigns;
- Assist the Head of Marketing and Social Media/Marketing Assistant with the analysis of all advertising / marketing campaign results with a view to informing future marketing activity;
- Assist with research and analysis of market trends, competitor offerings, and other factors affecting the University's online and offline advertising and marketing activity;
- Assist with the design and production of various print materials for internal and external audiences, including magazines, brochures, invitations, posters, faculty related materials and annual reports;
- Assist with concept creation, and development for events and specific projects, including signage, artwork displays, infographics and various digital and print collateral;
- Liaise with the University's faculties and units to create various digital assets for use across the University's website, social media channels and advertising/marketing campaigns;
- Update and maintain the department's database of photography and video assets;
- Assist with various aspects of the department's accounts on Agresso;
- Coordinate various projects within the Marketing Department, and any other activities assigned by the Head of Marketing.

### **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.

**Competencies required for this role are:**

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