



JOB DESCRIPTION

Executive Director of Engagement Office of the Vice President for External Affairs Two Year Fixed Term Contract

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.

Role Profile

This is an important Senior role within DCU and is critical to the delivery of the University's mission and strategic goals. The successful candidate will provide senior level leadership and strategic direction to advance DCU's extensive external engagement activities. Reporting to the President and working with all areas of the university, this role will develop a strategic framework to provide governance, leadership and guidance to all levels of the university, as well as developing a business intelligence system to inform strategic decision-making and inform future strategy in relation to local, regional, national and international engagement and stakeholder relationship management.

Suitable candidates will have proven experience in successfully implementing change management approaches, ideally in public sector or educational contexts. Experience of strategic planning in large

organisations as well as relevant policy developments in the higher education sector would be an advantage. Experience of developing organisational frameworks to facilitate achievement of strategic objectives would be highly valued.

Duties and Responsibilities

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

1. Student Recruitment

The Student Recruitment area is a critical university function. The area is led by a Director of Student Recruitment who reports to the Director of Engagement who is responsible for providing strategic leadership to the area. The Student Recruitment area brings together national undergraduate student recruitment encapsulating the school leaver cohort as well as outreach for recruitment of non-traditional learners; post-graduate student recruitment, in conjunction with the Faculties; international student recruitment, in collaboration with the Faculties and Registry; and Recruitment Marketing which is responsible for data-informed marketing and recruitment strategies and campaigns.

2. Engagement Governance

This area encompasses responsibility for developing and maintaining all aspects of DCU's engagement ecosystem. The priority here will be to develop and operate a governance framework to bring coherence and cohesion to all aspects of DCU's engagement at all levels. The development of a comprehensive Stakeholder Relationship Management strategy is an essential requirement to grow this area, realise the value of our engagement activities and to provide comprehensive business intelligence for senior management decision making,

Priorities for this role include, but are not limited to:

2.1 Change Management

A new structure has been designed to support the delivery of DCU's strategic objectives in the engagement area. Implementing this structure, through skilled change management, is essential to successful transition to the new structure.

2.2 Engagement Ecosystem

A comprehensive Stakeholder Relationship Management focus is required in order to develop the necessary culture, engagement infrastructure and business intelligence framework to underpin this area into the future.

Key aspects of this area include:

- To develop a governance framework which will provide for the following:
 - A Stakeholder Relationships Management Strategy
 - A system to identify all engagements across the university
 - A database of engagement to ensure oversight and visibility of all relationships

- Ensuring cohesion in engagement where DCU engages with individual organisations at multiple levels
- Reporting and communication mechanisms to ensure visibility of, and information pertaining to engagement.
- A mechanism to regularly evaluate engagements to ensure continued strategic coherence
- A system to review and approve proposed engagements to ensure strategic alignment

2.3 Maintaining and Developing Relationships

The Executive Director will play a leadership role in forging new relationships at university level. With respect to relationships developed across the university, close collaboration with the Deans, Heads and Directors is a vital aspect of this role, enabling relationships to be forged where appropriate, while ensuring central visibility and knowledge.

Relationship Management:

- Forging new relationships to support DCU’s strategic objectives across local, regional, national and international areas and encompassing community and volunteering relationships as well as those with industry and education partners:
 - Identifying and cultivating relationships with relevant bodies
 - Local – in particular for community and civic engagement
 - National – Industry linkages; Chambers and representative/development bodies; Education – Government Departments; Funding Bodies; Other HEIs
 - International – Individual and multi-partner consortia
 - Representing DCU at relevant meetings, committees and events
 - Ensuring the President is fully briefed with respect to all relevant relationships
 - Bringing new relationships to successful implementation by oversight of all agreements
 - Supporting and working closely with the Deans, Heads and Directors when new relationships being developed in other areas of DCU.

3. Alumni Relations

The Director of Alumni Relations is responsible for approximately 80,000 graduates worldwide. The aim is to develop a lifelong mutually supportive relationship with graduates by providing a suite of services and range of engagement activities to enhance the university experience, assist with DCU alumni’s varied career paths and share their journey. This entails a wide range of activities including a comprehensive suite of mentorship programmes. In conjunction with the Careers Service, the Alumni Office manages the DCU Structured Mentorship programme. The Graduate to Postgraduate Mentorship programme is a collaborative initiative, organised by the Alumni office, Careers Service, and the School of Communications while the Graduate to Graduate Law Mentorship Programme is a collaborative initiative, organised by the Alumni office, the Careers Service, and the School of Law and Government. The office is also responsible for the DCU Alumni Emerging Leaders programme, the annual awards ceremonies, and the growth of its many international chapters. The office also organises the annual alumni awards.

Qualifications and Experience

- Applicants must hold a primary degree.
- The successful candidate should also have 10 years' experience operating at Senior Management level.

Mandatory Training

The post holder will be required to undertake the following essential training: Line Management, Probation, PRD, Interviews Skills and Unconscious Bias, GDPR and Compliance. Other training may need to be undertaken as and when required.