



**Safefood Research Assistant in Digital and Social Media Marketing**  
**DCU Business School**  
**Irish Institute of Digital Business**  
**Fixed-term contract up to 10 months (part-time)**

### **Overview**

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.

### **DCU Business School**

An innovative and dynamic Business School, DCU Business School (DCU BS) offers an extensive range of research and taught programmes at undergraduate, postgraduate, executive and doctoral levels. DCU Business School is recognised nationally and internationally for the outstanding quality of its business education programs.

Our teaching, learning and research activities are strongly influenced by the core guiding principles of relevance and excellence.

### **Safefood – the Food Safety Promotion Board**

Safefood is an all-island implementation body set up under the British-Irish Agreement with a general remit to promote awareness and knowledge of food safety and nutrition issues on the island of Ireland. Safefood's communication strategy includes targeted public awareness campaigns to promote food safety and nutrition among consumers, which is aimed at the long term reassurance of the public. See more at: <https://www.safefood.net/>

## **Position**

As a result of the increasing collaboration with external bodies, DCU in association with Safefood has a vacancy for the position of Research Assistant in Digital and Social Media Marketing. The Research Assistant Programme will be based on the assignment of tasks on topics related to Digital and Social Media Marketing selected by Safefood and will involve designated staff members at DCU.

The purpose of this role is to facilitate the bi-directional movement of academic and public health research. The Safefood Research Assistant position will be awarded to an academic researcher wishing to spend time in Safefood practicing digital marketing, while pursuing a PhD on a part-time basis. Appropriate training will also be provided.

The Research Assistant will be primarily based in Safefood's Dublin Offices for up to three days per week. This position, funded by Safefood, will be supervised by Professor Theo Lynn, Full Professor of Digital Business, and Dr Pierangelo Rosati, Assistant Professor in Business Analytics.

This is an ideal position for a self-motivated Marketing and Communications Researcher who would like to work in a dynamic research environment, promoting health behaviour change and working at the leading edge of digital technology.

## **Role Profile**

Safefood's communications strategy includes targeted public awareness campaigns to promote food safety and healthy eating among consumers. The Research Assistant will explore broader market insights and strategies around online consumer engagement using best practice to help inform the strategic direction of Safefood's online communications and the creation of Safefood's communication messages.

The Research Assistant will assist the marketing and communications directorate by providing in-depth analysis of our digital assets and social channels to evaluate effectiveness. The Research Assistant will provide additional social media knowledge to the marketing and communications team and will be tasked with assisting in the design and implementation of the communications programme(s) and day-to-day consumer engagement.

## **Duties and Responsibilities:**

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

## **Qualifications, Skills and Experience Required:**

The candidate must have:

- Masters in Marketing or a relevant discipline, and be able to clearly demonstrate that they have studied digital / social media marketing in either the Masters or Degree qualification

- Practical experience of social marketing and/or public health promotion campaigns would be desirable although not essential
- Experience in analysing research data and scientific writing and dissemination
- Demonstrable achievements in delivering results
- Excellent attention to detail
- Excellent report writing and presentation skills
- Capability of working effectively within a team to achieve results
- Excellent organisational and communication skills
- High level of initiative
- Strong interpersonal skills

**Desirable Criteria:**

**Ideally the candidate will have:**

- Strong Qualitative and quantitative data analysis skills
- Previous experience with academic research
- Presentation skills
- Academic report/paper writing skills

**Essential Training**

The post holder will be required to undertake the following compliance training: Orientation, Health and Safety and Intellectual Property and Data Protection training. Other training may need to be undertaken when required.