



## **JOB DESCRIPTION**

### **Events, Marketing & Social Media Officer Careers Service within Student Support and Development Fixed Term Contract up to 12 months**

#### **Dublin City University**

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.

#### **Overview of the department**

Student Support & Development (SS&D) provides personal and professional development support to students at DCU and is a busy and diverse Unit which includes the Careers Service, Student Advice Centre, Counselling & Personal Development, the Student Health Centre, the Disability & Learning Support Office, the Access Office, Student Learning, Leadership & Life Skills Centre, Mature Student Office, DCU Healthy and Chaplaincy. Further information on Student Support & Development can be found at: <http://www.dcu.ie/students/index.shtml>.

#### **Role Profile**

The Careers Service within SS&D is currently seeking an Events, Marketing & Social Media Officer to join the team. The Careers Service empowers students to become successful in their chosen career paths; provide opportunities to connect students with the agile nature of the world of work including employer engagement for our local, regional, national and global communities.

The Careers Service is currently seeking an Events, Marketing & Social Media Officer to join the team to continuously improve and drive engagement with our key stakeholders including students and employers.

## **Duties and Responsibilities**

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

### **Events**

- Organise weekly employer facing recruitment activity and skills session held virtually and/or in-person. This includes liaising with employers on event type, identifying relevant student cohorts, logistics, venue booking, event schedules, collating, updating, coordinating, and promoting relevant information through a variety of media.
- Promotion and coverage of events on social media, newsletters and website.
- Assisting with the Career & Recruitment Fairs.
- Working with the Career Consultants to organise skills sessions for students. This includes logistics, venue booking, event schedules, collating, updating, coordinating, and promoting relevant information through a variety of media.
- Populating, distributing and regularly updating the weekly event plan.

### **Marketing & Social Media**

- Assisting with the development of the current Careers Service digital content to ensure engagement with our primary target audiences of students and employers. Reaching relevant audiences to increase traffic and engagement to the Service.
- Managing of social media platforms - ensure messaging is consistent across platforms and that all channels are connected.
- Creating innovative and engaging content posts using images, videos and graphics. Research and develop career development content for dissemination.
- Developing, populating, distributing and regularly updating the weekly content plan.
- Actively assist in producing appropriate creative content and assets to be used across social media, website, campaigns and brochures.
- Designing and writing content for the website and other relevant platforms.
- Sourcing graphics for the website.
- Updating the events calendar on the website.
- Provide information for marketing and other purposes, disseminate communications about events or similar through a range of platforms, ensuring messages are appropriate for the target audience.
- Promoting events via various channels.
- Developing, compiling and disseminating of targeted communications including newsletters to students and employers.
- Promoting and marketing of the Careers Podcast series.
- Monitoring industry trends.
- Compiling and delivering reports on market research findings and social media engagement.
- Managing reporting and KPIs on campaigns and record any learnings.

### **The successful individual e must have:**

- A primary degree in the area of marketing, media or related area.
- Experience of working in a marketing or events or social media role
- Proven experience and competency in event planning, marketing or social media.

### **Skills / Experience / Knowledge**

- Ability to form good working relationships with internal teams and external stakeholders.
- Project management skills and strong organisational skills.

- Excellent communication and social skills
- Working collectively in a supportive manner to share tasks and information.
- Excellent level of written English.
- Ability to think creatively.

The individual will be required to work under direction within a team, and collectively within and across teams within the Careers Service and Student Support & Development

This job description summarises the main duties and accountabilities of the post and is not comprehensive: the successful individual may be required to undertake other duties of similar level and responsibility. Roles may change in line with Unit / University requirements and developments. The successful individual will be expected to show flexibility in line with any changes that may occur and carry out duties as assigned by the manager, or Director of SS&D.