About the role

Job Title: Communications and Marketing Coordinator
Location: DCU Glasnevin campus and St. Patrick’s Campus
Unit: Leadership & Student Engagement, Office of Student Life
Reports to: Head of Unit
Responsible for: Part time student staff
Salary: Coordinator Scale €32,669 – €44,507 p.a (the successful candidate is likely to be offered the role on the starting point of this scale)
Contract: 2 years (renewable) full-time, 35 hours/wk Mon – Fri (occasional evening/weekend work may be required)

Purpose

We believe in the importance and value of the holistic development of our students while at University. We are currently recruiting for a Marketing and Communications Coordinator. This is an exciting role to help shape the lives of Dublin City University students. The role is multifaceted with both marketing and communication duties, but above all it is about ensuring that students get the best possible experience in DCU.

This role is perfect for someone who is proactive, displaying strong initiative, with a passion for student activities and/or working with students and ready to hit the ground running. You’ll have a good understanding of the environment and may already be in a similar role. You’ll
need the soft skills to develop effective and supportive relationships, identifying resources and strategic problems.

# Role Description

**The duties & responsibilities of the role will include, but are not limited to the following:**

**Brand Management**
- Develop and oversee the Office of Student Life’s branding and visual identity across all physical, print and digital media formats and applications and including sub-branding where applicable.
- Support elected Officers and staff in embedding the brand and brand values in all Office of Student Life activities and services, ensuring consistent application and experience across all touchpoints.

**Marketing, Communications and Promotion**
- Lead on all aspects of communication for activities, campaigns, and events, including print, digital, PR, and on the ground promotional activities.
- Plan and manage digital content for the Office of Student Life’s social media channels, website, emails and other digital communication channels, ensuring all content is recent, relevant and engaging.
- Through efficient and timely communication, play a key role in increasing involvement and engagement with key Office of Student Life activities and services (such as Freshers' Week, Elections, Helpdesk, Clubs & Societies Fair).
- Responsible for the delivery of promotional video and photography to create vibrant digital content that engages and informs our students.
- Evaluate the effectiveness of communication and marketing activities and make recommendations for improvement, using relevant data analytics.

**Design**
- Responsible for the production of high-quality design work, for use across all media platforms including digital and print, to effectively promote OSL activities and services to our students and key stakeholders.
- Work closely with internal departments and elected officers to create visual interpretations of their aims and objectives.
Media

- Produce press releases, photocall notices, and media statements on behalf of the OSL and the Union
- Act as the point of contact for all media enquiries for the Office of Student Life and its constituencies
- Provide advice and guidance to elected officers and other internal stakeholders on media interviews

**Person Specification**

*(E = essential, D = desirable criteria)*

**Qualifications**

- NFQ Level 8 Honours degree in Marketing, Communications, Multimedia or Business (with a relevant specialism) (E)

**Experience**

- 1-2 years’ experience working in a similar role (E).
- Proven success in project planning and implementation, and ability to work effectively in partnership with both internal and external stakeholders (E)

**Knowledge, Skills, and Abilities**

- Adept in the use of graphic design tools such as Canva and in website design and maintenance (E).
- Good understanding of current issues and themes in Higher Education (E)
- Strong understanding of the needs and motivations of student leaders, organisations and groups (E)
- An ability to work flexibly, manage working time effectively, prioritise projects appropriately and sets realistic timescales (E)
- An ability to work as part of a team, which includes staff and students. (E)
- A commitment to equality, diversity and student representation (E)
- Ability to deliver student-centred services (E)
- Ability to uphold confidentiality in line with Data Protection laws (E)
- Knowledge of Adobe Suite or similar software (D).
Competencies Required

Building & Maintaining Relationships
Has the ability to develop and maintain good working relationships with colleagues and others, within and outside the organisation.

Team working
Works together in a supportive manner to share tasks and information. Shows respect for the contribution of others.

Communication
Communicates in a clear manner and actively listens and engages to gain understanding.

Knowledge of Processes & IT
Shows a willingness to engage with processes and technology

About the Office of Student Life
The Office of Student Life advances a sense of community, unifying the institution by embracing the diversity of students, staff, alumni, and guests. We complement the educational mission of the university and the development of students as lifelong learners by delivering an array of cultural, educational, social, and recreational activities, services, and facilities.

We serve as the heart of the University community and create a welcoming environment by:

1. Operating as a student-centred organisation that engages in shared decision making and holistic development through employment and involvement.
2. Advocating for inclusivity and equity, fostering respect, and affirming the identities of all individuals.
3. Educating students in leadership, social responsibility and entrepreneurship and offering first-hand experiences in global citizenship.
4. Providing gathering spaces to encourage formal and informal community interactions that build meaningful relationships.
Our Values

Everything the OSL does is underpinned by our values. These are our core guiding principles and are the standard to which we hold ourselves:

- **Open** – we are transparent and accessible to all DCU students; anybody can get involved.
- **Inclusive** – we want everybody to feel a part of the DCU community, regardless of who you are, where you come from or your stage of life.
- **Supportive** – we are there through the highs and lows; providing valuable services, welcoming spaces, and lively communities.
- **Democratic** – we listen to your voice, and make sure that your opinions are heard and that they matter in your own student-led organisations and to the university.
- **Vibrant** – university is an important time in any student’s life; we want to make your time here fun, enjoyable and transformative for all of the right reasons!
- **Compassionate** – we are kind and provide non-judgemental support when and where you need it.
- **Collaborative** – we are firm believers that ‘no man is an island’ and by working together with students, staff, the University, and beyond, we can achieve great things.
- **Ambitious** – we are brave and bold as an organisation and in how we enhance student life in DCU. We always strive for excellence.

Why us?

We’re the opposite of corporate. We’re progressive and passionate people working to make a difference in a fun and professional environment. We’re committed to equality of opportunity for all. We want to support diverse and inclusive work environments and are actively looking for people who share our values. We welcome applications from individuals regardless of their race, ethnicity, sexual orientation, religion, age, gender, or disability status. We pride ourselves on being an inclusive, fun, and dynamic workplace. We are committed to promoting a positive working environment, and we hold our staff relationships in high regard. Some of the excellent benefits of working with DCU OSL include:
• Staff wellbeing is important to us. We offer a time off in lieu scheme that allows colleagues to take time back after busy periods, and we encourage everyone to work flexibly around the needs of their role to help support their work-life balance.

• On top of 21-days annual leave per year, we also close for a couple of days during the festive break.

• We are committed to providing high-quality training and professional development for our staff. Whether this is a professionally accredited course, training to boost your skills, or coaching and mentoring schemes, we offer a rounded approach.

• DCU OSL staff have access to a free and confidential Employee Assistance Programme that offers mental health, financial, and other support you may need.

• Our staff also have access to state-of-the-art gym in DCU with a discount on membership.

• Our team get involved with lots of social activities throughout the year, including our annual off-campus Staff Away Day, a Festive Party, our Exec Leaving Party, Clubs and Socs Awards and team social events.

How to Apply

The closing date for applications is 9am on Wednesday, November 17th, 2021.

Please reserve the following dates in your diary when you apply:

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<th>Action</th>
<th>Date</th>
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<tr>
<td>Closing Date for Applications</td>
<td>9am, Wednesday, November 17th, 2021</td>
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<tr>
<td>Shortlist Interviews and/or Selection Day</td>
<td>Tuesday November 23rd, 2021 (it is anticipated interviews will take place via Zoom but this, as well as the date, may change)</td>
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<tr>
<td>Anticipated Start Date</td>
<td>Late December/early January (we would love the successful candidate to start promptly but we are flexible in line with your notice period)</td>
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Your application should include:

- A covering letter setting out the motivating factors in your application and demonstrating how you meet the essential requirements set out in the Person Specification
- An up to date, detailed CV including all relevant employment history and expertise

Please send your application to oslrecruitment@dcu.ie with the subject line “Marketing and Communications Coordinator”

For informal queries about the role or application process, please contact Office of Student Life Director, Dr. Úna Redmond una.redmond@dcu.ie