About the role

Job Title: Temporary 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

Salary: Circa €3,000 per month (3 month temporary contract).

Purpose

We believe in the importance and value of the holistic development of our students while at they attend 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:

- 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.
- Ensure regular, timely and impactful delivery of all content across these channels.
- Work closely with the Student Officer team to promote their public profiles and provide support on media and communication issues.
- 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).
- Attend student events to capture photos and video content to use for marketing purposes and provide live social media coverage to a high standard.
• Responsible for the delivery of promotional video and photography to create vibrant digital content that engages and informs our students.
• Be aware of shareable, engaging content, sourcing content from external channels to build an engaged following and boost our content on social media
• Work across the staff team to gather student data from our work that can be used for campaigning, advocacy and lobbying on behalf of students
• Stay up to date with what is happening across student life, Dublin City University and the wider student movement to stay current and spot positive PR opportunities and content
• Actively seek opportunities for sharing organisational wins from each department and releasing through blog posts, news releases, social media posts, and or other forms of communication.
• Write, proof and edit a variety of digital communications across the organisation, such as blogs and web content to ensure brand and tone of voice is consistent and correct.

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 are 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 Friday September 9th, 2022 but interviews will begin on receipt of application for qualified candidates.

Immediate start.

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. Una Redmond una.redmond@dcu.ie