DUBLIN CITY UNIVERSITY BUSINESS SCHOOL (DCUBS)

Marketing & Development Officer (Permanent)

DCUBS invites applications for the post of Marketing & Development Officer. The appointee will report to the Dean of the Business School and will work closely with the Dean in the practical and strategic aspects of faculty development.

The successful candidate will be enthusiastic, have excellent interpersonal and organisational skills and will be a team player. The candidate must have a primary degree and should have a number of years experience in marketing. Excellent writing skills are essential. Web/internet knowledge would be an advantage.

The duties of the Marketing & Development Officer include the following:

- Promotion of Faculty courses to potential students
- Liaising with course directors to develop and improve marketing materials
- Supporting the development and implementation of plans for Faculty development
- Supporting the Dean in developing strategic alliances and partnerships
- Managing the work of the Faculty Advisory Board
- Web development for the Faculty
- Identifying new channels of communication to reach target audiences
- Undertaking and analysing market research
- Liaising with the Student Recruitment Officer and Alumni Officer in the Office of Communications and Marketing
- Any other duty that may be assigned from time to time by the Dean

For further details please contact Professor Tom McCarthy, Dean of the Business School, Tel:(01 700 5659), Email tom.mccarthy@dcu.ie.

Salary scale: €28,805-€39,271
Closing date: 7 February 2003