

Public Affairs and Media Relations Office

Marketing Manager

DCU is seeking a qualified Marketing Manager with a minimum of five years experience to co-ordinate and manage the University's diverse and growing marketing needs. A thorough knowledge of marketing in the higher education sector is required with a specific focus on the particular needs of Dublin City University. Applicants must have a primary degree in an appropriate area.

Reporting to the Director of Public Affairs and Media relations, the Marketing Manger's duties will include:

- Responsibility for the University's central advertising/marketing budget.
- Responsibility for the University's strategic advertising/marketing plan with the objective of increasing DCU's share of CAO and non-traditional markets using imaginative and compelling new media outlets as well as effective use of more traditional advertising and marketing models.
- Management of all brand and course advertising for the University.
- Managing the advertising brief and the University's relationship with its advertising and media agencies.
- Undertaking and analysing appropriate market research.
- Liasing with key personnel in the University's faculties and schools to develop and improve marketing materials and channels.
- Ensuring that the University's marketing materials across all faculties are competitively produced and the range of marketing materials are both cost effective and efficient.
- Liasing with Student Recruitment regarding events such as Open Day to ensure that themes, content etc. are relevant for the target audience and that there is a consistency to all support materials, messages etc. produced on behalf of the university, ensuring that our target audiences are being met with focused, consistent messages in all marketing and student recruitment activities.
- Ensuring that there is a consistency in the presentation of all information across various media to DCU target audiences in terms of the web, prospectus, and leaflets produced at local level in faculties and schools.

- To advise members of the strategic planning office, theme leaders, researchers and other relevant personnel about marketing, research and methodology setting up structures to facilitate this.
- Any other duties assigned by the Director of Public Affairs.

Salary scale: €46,334 - €67,607

Closing date: 11th November 2005