

Job Description
Dublin City University
Office for External & Strategic Affairs
Director of Communications & Marketing

Reports to: Executive Director for External & Strategic Affairs

Background:

DCU is Ireland's youngest university. 30 years old in November 2010, the university currently has a student population of just under 11,500 students, including 2600 postgraduate students of which more than 750 are research postgraduate students.

DCU is an innovative and dynamic institution. Radical in its strategy from the outset, it has always been particularly responsive to the needs of business and industry, both in its programmes of study and research. It is characterised today by a focus on innovation and entrepreneurship, an ability to move quickly and to effect change. DCU is home to a number of world-class research centres that focus on translating their outputs into societal and economic benefits. DCU has the highest research income per faculty member of any Irish university and is committed to continuing its vigorous contribution to the development of Ireland as a globalised knowledge society.

Within DCU, the Office for External & Strategic Affairs is responsible for the areas of strategic planning, internationalisation and communications strategy and is now seeking to recruit a Director of Communications & Marketing.

Job Summary

Reporting to the Executive Director for External and Strategic Affairs, the Director of Communications & Marketing has full responsibility for the design, delivery and impact assessment of press, public affairs and marketing strategies for DCU across all media platforms. Managing, leading and motivating a busy Communications & Marketing Office focused on delivering positive public awareness of DCU and its unique position in the Irish Higher Education system.

Principal Responsibilities:

Creation, delivery, impact assessment of press, public affairs, marketing and internal communications strategies that will enhance the DCU's unique image and position in the Irish Higher Education system.

Effective development and management of the Public Affairs & Media Relations Office.

Establishment of strong and productive relationship with media representatives.

Management of direction, design, production of all university publications including the university website.

Management of the appearance of all university print and electronic materials such as letterhead, use of logo, brochures etc.

Provision of advice to faculty, research centres and university units on press, communications and marketing strategies.

Knowledge & Experience

A proven record of developing and delivering successful communications strategies and campaigns on behalf of large, complex organisations.

Management experience and a demonstrable ability to motivate and lead a team.

Excellent knowledge of, and practical experience in, successfully dealing with press, radio, television and social media.

Demonstrably successful public affairs experience which has resulted in concrete delivery.

Experience in design, direction and oversight of marketing campaign campaigns, including the use of social media.

An undergraduate degree or equivalent in a relevant area with significant relevant experience is required

The successful candidate will have highly developed and proven communication and interpersonal skills with an ability to build positive relationships with key stakeholders and with colleagues in the University.

The appointment will be on a fixed term contract of up to 5 years in duration.

Closing Date: Friday 29th July 2011

Salary: An attractive salary commensurate with the successful applicant's qualifications and experience will be offered.

Informal Enquiries:

Informal queries should be addressed by email to the Executive Director for External & Strategic Affairs, Mr Ciarán Ó Cuinn at ciaran.ocuinn@dcu.ie

This appointment is part of the essential services of the University and will be made on a fixed term contract basis of up to 5 years in duration.

Application forms are available at: http://www.dcu.ie/vacancies/APPLICATION_FORM_8pg.doc and from the Human Resources Department, Dublin City University, Dublin 9. Tel: +353 1 700 5149; Fax: +353 1 700 5500 Email: hr.applications@dcu.ie

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