

DCU Business School
Marketing and Development Officer (Grade V)
(Two year contract)

An innovative and dynamic Business School, DCUBS offers an extensive range of research and taught programmes at undergraduate, postgraduate, executive and doctoral levels. Working in close collaboration with other DCU faculties, business interests in the public and private sectors, and its international partners, the School's portfolio of programmes is regularly updated and expanded to reflect the changing needs of business and society.

Advertisement

DCU Business School invites applications for the post of Marketing and Development Officer. The appointee will be responsible for ensuring that DCUBS marketing and development activities are conducted in a proactive and highly professional manner. He/she will report to the Executive Dean and will work closely with the faculty on strategic and operational aspects of faculty development.

Function

The Marketing and Development Officer will carry primary responsibility for the marketing and branding of DCU Business School and will be responsible for some staff supervision. The post holder will manage external relationships with a variety of bodies and institutions including the Business Studies Teachers Association of Ireland, the State Examinations Commission and various publication outlets. He/she will also manage relationships on marketing matters with internal DCU units including Student Support and Development, the Public Affairs and Media Relations Office, the International Office and the Student Recruitment Office, and will liaise with DCUBS Programme Chairpersons, other DCU faculties, schools and units on marketing and media-related matters.

Duties and Responsibilities

The following is a broad but not exhaustive list of the principal duties of the post:

Marketing and Media Liaison

- Advising the Executive Dean and DCUBS Management Board on marketing and promotion strategy
- Developing an annual marketing and promotion plan for DCUBS and presenting it to the DCUBS Management Board
- Implementing the marketing and promotion plan and providing regular updates to the Executive Dean
- Acting as primary point of contact for the DCU Public Affairs and Media Relations Office and various external agencies and publication outlets
- Acting as primary point of contact for the Business Studies Teachers Association of Ireland and for second level Business Studies more generally
- Liaising with Chairpersons of DCUBS taught and research programmes on marketing and promotion matters
- Developing marketing materials, including undergraduate, postgraduate and executive prospectuses, for domestic and international markets
- Programme advertising, including preparation of media advertisements
- Providing support in fostering relationships with the business and professional community
- Promoting alumni relationships

Market research

- Conducting and presenting analyses of competitor programmes and structures
- Preparing briefing documents for development initiatives
- Preparing statistical reports and other information as required

Recruitment / Events

- Managing the PAC online postgraduate recruitment process for DCUBS and providing regular updates to the Executive Dean and DCUBS Management Board
- Organising school liaison and visits
- Coordinating student recruitment activities
- Attending graduate fairs
- Organising DCUBS Junior Cert awards programme and annual awards event in conjunction with the State Examinations Commission
- Organising events in conjunction with the Business Studies Teachers Association of Ireland, including the annual Leaving Cert Revision Day and the annual teachers' seminar at DCUBS

Intranet and Internet

- Managing the DCUBS online prospectus
- Managing the DCUBS web page
- Maintaining the DCUBS intranet
- Organising online marketing campaigns such as Google ad words
- Monitoring DCUBS presence on social media such as Facebook and LinkedIn

Requirements:

The post holder should be capable of managing and prioritising a varied and substantial workload. He/she must demonstrate significant initiative, be capable of working independently, and take clear responsibility for the functions assigned to the role. The post holder must also show flexibility and be a team player. He/she will be enthusiastic, have excellent interpersonal and organisational skills, and a demonstrated ability to successfully manage relationships with a wide variety of agencies and individuals. The successful candidate must have a relevant third level qualification and should also have a minimum of three years' experience in a senior marketing role. Excellent writing skills and web/internet experience are essential.

Salary Scale: €45,452 - €54,974

This salary scale may be affected by the provisions of the 2011 Budget

Closing date: 9th March 2011

This post has been approved by Budget Committee and Executive as it is considered to be part of the essential services of the University.

Informal Enquiries:

Informal enquiries should be directed to: Ursula Baxter, Senior Faculty Administrator, Dublin City University Business School. E-mail: Ursula.baxter@dcu.ie or Tel: + 353 (0)1 7005172.

Application forms are available from:

Human resources Department, Dublin City University, Dublin 9
Tel: + 353 (0)1 7005149 Fax: + 353 (0)1 7005500
E-mail: hr.applications@dcu.ie

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