

CRM Marketing Officer, UCD University Relations Office, Temporary Fixed Term 5 years

Applications are invited for a temporary post of a CRM Marketing Officer within UCD University Relations Office.

The CRM Marketing Officer will fulfil a crucial support role within the UCD University Relations Office, which is responsible for building the UCD brand and reputation through promoting UCD's excellence in research and innovation, learning and global engagement. The University Relations Office unit is made up of 11 people with roles including Communications, External Media relations, Social Media, and Public Affairs. The marketing team within the University Relations Office undertake key activities including national and international marketing campaigns to students, campaigns to promote UCD's academic expertise, brand and visual identity management, and building community.

The CRM Marketing Officer will support the marketing team by driving digital marketing activities targeting prospective students and leveraging Salesforce Marketing Cloud to enhance our prospective student engagement and campaign effectiveness. The ideal candidate will have a strong understanding of Salesforce Marketing Cloud, including Journey Builder, Advertising Studio, and Email studio and will be responsible for executing marketing campaigns, building and analysing performance reports, and optimising our marketing efforts.

95 Admin Officer I_2010 (0172_X) Salary Scale: €50,759 - €68,709 Per Annum
Appointment will be made on scale and in accordance with the Department of Finance guidelines.
Closing date: 12:00 noon (local Irish time) on **the 12th of September 2024.**

Applications must be submitted by the closing date and time specified. Any applications which are still in progress at the closing time of 12:00 noon (Local Irish Time) on the specified closing date will be cancelled automatically by the system. UCD are unable to accept late applications.

UCD do not require assistance from Recruitment Agencies. Any CV's submitted by Recruitment Agencies will be returned.

< #WorkatUCD >

Prior to application, further information (including application procedure) should be obtained from the Work at UCD website: <https://www.ucd.ie/workatucd/jobs/>

Tugtar cuireadh d'iarraitais ar a sealadach post a Oifigeach Margaíochta CRM laistigh de Oifig Caidrimh Ollscoile UCD

Comhlíonfaidh Oifigeach Margaíochta CRM ról tacaíochta fíorthábhachtach laistigh d'Oifig Caidrimh UCD, atá freagrach as branda agus cáil UCD a fhorbairt, trí bharr feabhais UCD maidir le taighde agus nuálaíocht, foghlaim agus rannpháirtíocht dhomhanda a chur chun cinn. Tá aon duine dhéag san Aonad Caidrimh Ollscoile a bhfuil poist acu lena n-áirítear Cumarsáid, caidreamh Seachtrach Meán Cumarsáide, Meán Shóisialta agus Caidreamh Poiblí. Bíonn an fhoireann margaíochta laistigh den Oifig Caidrimh Ollscoile i mbun gníomhartha fíorthábhachtacha lena n-áirítear feachtais mhargaíochta náisiúnta agus idirnáisiúnta dírithe ar mhic léinn, feachtais chun saineolas acadúil a chur chun cinn, branda agus amharc-aithne a bhainistiú, agus pobal a fhorbairt.

Tacóidh Oifigeach Margaíochta CRM leis an bhfoireann margaíochta trí ghníomhaíochtaí margaíochta digití a bhrú chun cinn a dhíríonn ar mhic léinn ionchais agus a bhaineann leas as Salesforce Marketing Cloud chun ár dteagmháil le mic léinn ionchais agus éifeachtacht ár bhfeachtas a fheabhsú. Beidh tuiscint láidir ag an iarrthóir idéalach ar Salesforce Marketing Cloud, lena n-áirítear Journey Builder, Advertising Studio, agus Email studio agus beidh sé nó sí freagrach as feachtais mhargaíochta a chur i bhfeidhm, tuarascálacha feidhmíochta a chur le chéile agus anailís a dhéanamh orthu, agus ár gcuid iarrachtaí margaíochta a bharrfheabhsú.

95 Oifigeach Riaracháin I_2010 (0172_X) Scála Tuarastail: €50,759 - €68,709 in aghaidh na bliana
Déanfar an ceapachán ar scála agus de réir threoirínte na Roinne Airgeadais

Dáta dúnta: 12:00 uair (am áitiúil na hÉireann) ar 12/09/2024

Ní mór iarratas a bheith istigh faoin am agus dáta atá sonraithe. Déanfar aon iarratas atá fós ar siúl ag an am dúnta 17:00 uair (Am Áitiúil na hÉireann) ar an dáta dúnta sonraithe a scriosadh go huathoibríoch ag an gcóras. Ní féidir le UCD glacadh le hiarratais dhéanacha.

Níl cúnaimh ag teastáil ó UCD ó Ghníomhaireachtaí Earcaíochta. Seolfar ar ais aon CV a chuir na Gníomhaireachtaí Earcaíochta isteach.