


| | |
|---|---|
| **Coláiste \| Aonad Bainistíochta** | Coláiste na nEalaíon agus na nDaonnachtaí UCD |
| **Scoil \| Aonad** | Oifig Margaíochta, Coláiste na nEalaíon agus na nDaonnachtaí UCD |
| **Teideal an Phoist & Réimse Ábhair** *(más ábhartha)* | **Oifigeach Margaíochta & Earcaíochta** |
| **Tréimhse an Phoist** | Post sealadach 5 bliana |
| **Grád** | Oifigeach Riaracháin II |
| **Scála Tuarastail** | €52,519 - €67,129 in aghaidh na bliana |
| **Cnuasach Poist agus Leibhéal Gairme** | Cumarsáid agus Margaíocht – Leibhéal Gairme 3 |
| **Uimhir Thagartha don Ghrádú Poist** | 2026-08-056 |
| **Bainisteoir Líne** | Bainisteoir Margaíochta & Cumarsáide nó a (h)Ainmní |
| **Uimhir Thagartha an Chomórtais** | **020302** |
| **Riarthóir Acmhainní Daonna** | Natalia McDonagh |
| **Grinnfhiosrúchán an Gharda Síochána** | Tá |
| **Iarratais agus Dáta Deiridh** | https://www.ucd.ie/workatucd/jobs/ |
| **Incháilithe do Chead Oibre** | *Níl* |

## Achoimre ar an bPost:

Mar phríomhionad na hÉireann don taighde, don chleachtas cruthaitheach agus don nuálaíocht, cuireann Coláiste na nEalaíon agus na nDaonnachtaí UCD an raon is leithne d'ábhair agus de chúrsaí sna healaíona agus sna daonnachtaí ar fáil in Éirinn. Chun tacú le cur i bhfeidhm straitéis mhargaíochta agus earcaíochta an Choláiste, is mian linn Oifigeach Margaíochta & Earcaíochta a earcú.

Oibreoidh sealbhóir an phoist ar straitéisí margaíochta agus ar chur chun cinn punanna clár fochéime agus iarchéime sna hEalaíona agus sna Daonnachtaí, laistigh d'Éirinn agus i bpríomh-mhargaí idirnáisiúnta. Is é an príomhsprioc leis seo ná feasacht a chothú agus fás a spreagadh thar ár bpunanna clár agus ár mbrandaí éagsúla.

Tuairisceoidh sealbhóir an phoist go díreach don Bhainisteoir Margaíochta agus Cumarsáide. I measc na bpríomhfhreagrachtaí, tá bainistiú an fhéilire ábhair ó thús go deireadh, cumarsáid inmheánach agus sheachtrach spriocdhírithe a chur i gcrích, agus maoirseacht a dhéanamh ar gach gné de phleanáil imeachtaí. Ina theannta sin, déanfaidh an t-iarrthóir rianú ar shonraí earcaíochta freisin agus oibreoidh siad go réamhghníomhach ar réimse leathan imeachtaí agus tionscadal rannpháirtíochta poiblí. Oibreoidh sealbhóir an phoist le raon comhghleacaithe ar fud na hollscoile agus le comhpháirtithe agus comhoibritheoirí seachtracha.

## Principal Duties and Responsibilities:

- Deliver the marketing and recruitment plans for the College of Arts and Humanities, helping identify new markets and ways to grow revenues and build the reputation of the College.
- Work to measurable and achievable marketing objectives, developed in conjunction with the Marketing and Communications Manager.
- Provide marketing support for projects and initiatives that help deliver the College of Arts & Humanities strategy.
- Support the development of an annual marketing, communications and student recruitment calendar for all programmes within the College.

- Lead the development of promotional materials and content (printed, digital and social) for all Arts & Humanities programmes and activities connected to the College.
- Develop, deliver and manage regular CRM reports and presentations.
- Organise and manage relevant events and initiatives end to end.
- Conduct market research to inform the marketing strategy for the College of Arts & Humanities.
- Play a key role in developing and maintaining the College website and College social media channels and content calendar.
- Support the development of reports that measure the effectiveness of advertising, communications and events coordinated by the College.

**Other**

- Carry out the role in a manner which supports and is aligned with UCD's Values - Collegiality, Creativity, Diversity, Engagement, Excellence and Integrity.
- Any other duties may be assigned from time to time in line with the needs of the College.
- Demonstrate a commitment to an equality, diversity and inclusion agenda.

## 95 Admin Officer Ii_2010 Salary: €52,519 - €67,129 per annum

Appointment will be made on scale and in accordance with the Department of Finance guidelines.

Details on eligibility to compete and pension information is available at

https://www.ucd.ie/hr/resourcing/eligibilitytocompete/

University College Dublin (UCD) is one of Europe's leading research-intensive universities and Ireland's largest university, with a vibrant community of over 39,000 students and 4,000 staff from more than 152 countries. UCD combines a rich academic heritage with a global outlook, fostering innovation, creativity, and excellence across teaching, research, and public engagement.

Situated on a beautiful, parkland campus at Belfield, UCD offers a dynamic and inclusive environment where ideas flourish and collaboration thrives. As a world top-1% university, UCD is recognised for its impact on society - from groundbreaking research and sustainable innovation to nurturing future leaders across all disciplines.

Joining UCD means becoming part of a community that values excellence, integrity, diversity, and collaboration. Staff enjoy exceptional professional development opportunities, a supportive and flexible working culture, and the chance to contribute to meaningful work that shapes the future locally and globally.

UCD is committed to creating an inclusive environment where diversity is celebrated and everyone is afforded equality of opportunity. We welcome applications from applicants from all backgrounds, including those who identify with any of the protected characteristics that are set out in our Equality, Diversity and Inclusion policy. Learn more about Diversity at https://www.ucd.ie/workatucd/diversity/

Reasonable accommodations will be provided to any applicant during the interview process who discloses they have a disability or are neurodiverse.



## Benefits of Working at University College Dublin

Working at University College Dublin offers a wide range of benefits designed to support staff wellbeing, professional growth, and work–life balance. Employees enjoy flexible and family-friendly working arrangements, including hybrid work options, job sharing, and generous leave policies. UCD provides a strong pension scheme, income protection, and travel-related savings such as tax-efficient commuter and cycle-to-work plans. Staff have access to professional development opportunities through LinkedIn Learning, study leave, and structured career progression frameworks. The university fosters an inclusive and supportive community, offering wellbeing programs and employee assistance services, while the Belfield campus provides excellent facilities, discounts, and sports amenities. Overall, UCD promotes a positive, balanced, and development-focused working environment.

More details can be found here: **Benefits - Work at UCD**

**Selection Criteria**

UCD has a Job Families Framework and this role is part of the Communications and Marketing Job Family and aligns with Career Level 3. Further details on the functional and core competencies outlined in the Job Families Framework are available at https://www.ucd.ie/hr/promotionsgrading/jobfamilies/

Mandatory:

**Experience and Qualifications**

- 3-4 years' professional experience working in a communications and marketing related role in either a large organisation or a third level institution.
- Third level degree.
- Campaign Delivery: Experience in developing clear production and creative briefs, establishing critical paths, managing budgets and suppliers, and overseeing the production of informative and compelling content for web and social channels.

**Functional Competencies**

- **Marketing:** Knowledge of marketing concepts, principles, techniques and practices to reach and influence target audiences both nationally and internationally.
- **Student Recruitment:** Significant knowledge of student recruitment and customer contact concepts, principles and practices to inform and convert to prospective students.
- **Communication:** Strong knowledge of communication concepts, principles, techniques and practices to identify and reach target audiences through written, verbal and visual media across principally owned channels.
- **Product Knowledge:** Knowledge of the University, and/or undergraduate degrees, taught graduate degrees, and USPs of UCD for prospective students.

**Core Competencies**

- **Planning & Organisation**: Extensive ability to plan and organise own work effectively, set clear priorities and ensure deadlines are met and to organise activities, separate and combine tasks to deliver outputs according to a clear timeframe to realise School/Unit/College/University objectives.
- **Communicating Effectively**: Excellent ability to engage in written and oral communication that is clear, unambiguous, transparent, and consistent with UCD's Values, to convey and share information and ideas with others, listen carefully, clarify understanding and consider different viewpoints.

- **Taking Initiative:** Excellent ability to make suggestions for improvements in your own work area and act early to address and resolve problems and find solutions.

- **Service Focus and Innovation:** Extensive ability to understand and anticipate customer needs, acting to provide a high-quality product and service to meet expectations of all internal and external stakeholders.

- **Building Relationships**: Strong ability to build effective working relationships within one's own area and more broadly, to encourage cooperation and collaboration in others and foster partnerships to achieve results.

- **Managing Change**: Good ability to take a positive approach to tackling work and embraces change and invites feedback relating to performance and deals constructively with it.

- **Organisational Awareness**: Good ability to demonstrate an understanding of UCD in its entirety, including governance structures and regulations.

**Mandatory Criteria as part of the UCD Equality, Diversity and Inclusion Agenda**

- Candidates must demonstrate an awareness of equality, diversity and inclusion agenda.

Desirable:

- Experience of student recruitment in a university setting.
- Knowledge of CRMs, social media, graphics/presentation packages, desktop publishing.
- Understanding of the employment markets relevant to art and humanities graduates.
- Interest in the College of Arts and Humanities programmes and their ongoing development in response to a changing environment.
- Flexibility to travel nationally and internationally and work outside of office hours and sometimes at weekends.

## Supplementary information:

| | |
|---|---|
| The University: | https://www.ucd.ie/ |
| UCD Strategy 2030: Breaking Boundaries | https://strategy.ucd.ie/ |
| The College/Management Unit: | https://www.ucd.ie/artshumanities |
| The School/Programme Office/Unit: | https://www.ucd.ie/artshumanities |
| Equality Diversity and Inclusion at UCD | https://www.ucd.ie/workatucd/diversity/ |

**Informal Enquiries ONLY to:**

| | |
|---|---|
| Name: | Emer Beesley |
| Email address: | emer.beesley@ucd.ie |