

**TITLE OF POST:** Digital Marketing Officer (Immersive Software Engineering)

**LOCATION:** University of Limerick

**REPORTS TO:** HR Services Manager

**CONTRACT TYPE:** Specific Purpose contract

**SALARY SCALE:** €42,689 - €61,750 p.a. pro rata

## **JOB DESCRIPTION**

### **JOB PURPOSE:**

The Digital Marketing Officer will support the strategic priorities of the Immersive Software Engineering programme across its teaching, research, and engagement missions. Under the direction of ISE's co-Directors, the person appointed will be responsible for implementing a digital marketing strategy and working with faculty and professional services to enhance ISE's new brand amongst multiple stakeholders.

This role is an opportunity for a successful candidate to apply their digital marketing skills to deliver audience-focused, data-driven engagement activities to support ISE's strategic aims. They will be responsible for overseeing a range of engagement activities, including digital campaigns for our new integrated BSc/MSc degree, our research programme, our 2nd level engagement activities, and engagement with our industry partners. They will be running social media channels, delivering digital videos and events and running digital marketing campaigns to effectively engage target audiences. They will work closely with their ISE colleagues on student recruitment. They will work closely with key colleagues across the organisation to create compelling content that enhances ISE's messaging, including all forms of digital, video, audio and photography. The post holder will play a key role in raising the visibility of ISE. This will include supporting recruitment objectives, documenting the student journey, industry engagement, engagement with national and international institutional and governmental partners (current and potential) as well as promoting research activity, staff successes and stakeholder engagement.

### **KEY ACCOUNTABILITIES:**

- ☐ Running ISE's digital and social media presence, growing its presence and driving engagement.
- ☐ Planning and managing the delivery of cross-channel marketing campaign activity, including managing email campaigns, digital advertising, social media activity, web updates and assisting in the development of print collateral.
- ☐ Working closely with the ISE team to create and design new content.
- ☐ Ensuring ISE's web content is optimised and updated for our marketing goals and improving the search engine optimisation and user experience of the ISE website.
- ☐ Liaising with specialised digital agencies for digital campaigns (e.g. banner adverts, and or promoted posts)
- ☐ Delivering large-scale digital events and producing video content. (e.g. developing an ISE content strategy in line with key recruitment periods for CAO intake)
- ☐ Gathering insights to inform marketing activity by monitoring engagement and conversion rates, conducting desk-based research, analysing web data, and maintaining audience lists for campaign activity.
- ☐ Developing communications content across platforms for a variety of audiences including prospective students, current students, industry partners, and other important stakeholders (e.g. working with central marketing and comms on major launches).

- ☐ Playing a key role in identifying and mitigating potential reputational risks and supporting in emergency/crisis communications situations.
- ☐ Implementing and refining the strategy for targeted student marketing activities for individual markets, collaborating with central marketing on large scale programmes, producing international recruitment events.
- ☐ Liaising with academic and administrative staff to request and collate information for communication purposes.
- ☐ Proactively searching out information for PR purposes and writing press releases, and or digital content for digital dissemination.
- ☐ Keeping up to date with market conditions and providing market intelligence.
- ☐ Ensuring ISE's compliance with UL's social media policy & GDPR.

### Key Working Relationships & Contacts

The position has a range of working relationships, both internal and external to UL:

- ☐ Members of ISE Faculty & Professional Staff.
- ☐ External service providers including, digital media agencies, photography, design, advertising, video production etc.
- ☐ UL's internal stakeholders.
- ☐ Working closely with the central UL Marketing Communications.
- ☐ Membership where appropriate of central marketing and communications committees.

### Working Environment/Special Circumstances

Normal office working in a non-COVID environment. Requires flexibility in terms of extended working hours during peak demand.

### Job Boundaries

In consultation with ISE course director and ISE co-directors, they must manage, plan and organise workload as per project plan. The post holder must be able to work effectively in a small team to seek consensus and agree on joint approaches to producing results. Will exercise good judgment, make well-informed decisions in a timely manner but consult with others as appropriate, before implementing decisions. A high level of communications expertise is required for this role.

### DIMENSIONS:

The post holder must make calibrated marketing budget allocations to various digital marketing campaigns that align with communications objectives, evidence based, and provide a marketing return on investment.

### KNOWLEDGE, FUNCTIONAL SKILLS, EXPERIENCE & QUALIFICATIONS:

#### Knowledge

- ☐ Have an expert knowledge of leading and emerging social media platforms (TikTok, Instagram, Facebook, Twitter, LinkedIn, YouTube etc.) and a keen interest in the constantly evolving nature of the environment, new media innovation, technology and measurement tools – **Essential**
- ☐ Expert knowledge in website metrics, marketing database, email, social media, and display advertising – **Essential**

- ☐ Must be analytical and skilled in data management, with experience gathering insights on marketing metrics. Have experience working with Marketing Technology systems (e.g. CMS, Google Analytics, Google Ad Words, Facebook Ad Manager) and Microsoft Excel to deliver work and extract useful insights – **Essential**
- ☐ Use of Content Management System, especially WordPress – **Essential**
- ☐ Understand the role of marketing, and effective communications within higher education - **Desirable**
- ☐ Highly advanced copy writing, proof writing, & content creation skills - **Desirable**
- ☐ Knowledge of set-up and production for live events, and for webinars (Teams, Zoom) – **Desirable**
- ☐ Graphic Design & Desktop Publishing Skills (e.g. Adobe Creative Suite) – **Desirable**

### Functional/Work based Skills

- ☐ Skills in managing, marketing databases, email, social media, and display advertising – **Essential**
- ☐ Outstanding communication skills – ability to write concise and engaging copy – **Essential**
- ☐ Highly advanced copy writing, proof writing, & content creation skills – **Essential**
- ☐ Ability to identify marketing challenges and initiate appropriate solutions – **Essential**
- ☐ Excellent project management skills, working to deadlines and within budgets - **Essential**
- ☐ Liaise and project manage digital initiatives with digital agencies - **Essential**
- ☐ Demonstrable experience of meeting operational requirements, with excellent planning and organisational skills – **Essential**
- ☐ Content creation, including graphic design & desktop publishing skills (e.g. Adobe Creative Suite) – **Desirable**
- ☐ Using a marketing/automation platform for CRM (for example Brevo) - **Desirable**

### Experience

- ☐ 2 years' relevant experience - **Essential**
- ☐ Experience of digital marketing – platforms (e.g., Google Analytics/Hootsuite/Hubspot) – **Desirable**
- ☐ Experience in digital content creation – **Essential**
- ☐ Demonstrable experience in delivering a range of targeted marketing activities, including the production of communications and marketing collateral, writing copy, managing email communications and social media activity – **Essential**
- ☐ Demonstrable experience in leading and managing, marketing, database, email, social media, and display advertising - **Essential**
- ☐ Experience in leading and running production of digital videos, webinars and events, as well as being experienced in the delivery of high quality corporate-focused in-person events – **Desirable**

### Qualifications

- ☐ A relevant degree (level 8 NFQ) qualification in a cognate field such as marketing and communications or substantial experience in the Area of Digital Marketing – **Essential**

### BEHAVIOURAL COMPETENCIES:

#### Customer Focus

Can communicate effectively with and to a range of UL stakeholders, in the wider educational environment including primary and post-primary schools. Manages customer expectations while taking responsibility for customer satisfaction.

**Level: 3**

<b>Planning &amp; Organising</b> Identifies critical tasks and deliverables, and organises necessary resources and support to achieve operational objectives. Maximises use of resources – using available software to its full potential to improve efficiency, increase productivity and reliability. Takes responsibility for designing and planning key projects. Provides clear direction to staff and colleagues. Prioritises workload to ensure everything is completed to the agreed standard, monitors progress to operational objectives.	<b>Level: 3</b>
<b>Using Initiative, Achieving, Goals</b> Responsible for setting and meeting challenging goals and objectives. Self-starter, capable of working on own initiative. Proactively keeps a brief on relevant external developments, identifying trends and emerging patterns and considers their impact on the organisation. Identifies strategies in line with University's goals and strategies.	<b>Level: 3</b>
<b>Decision Making &amp; Problem Solving</b> Creative problem-solving skills, particularly the ability to exercise good judgement and make well-informed decisions in a timely manner, consults with others as appropriate before implementing decisions. Considers the operational impacts of decisions on the team. Generates alternative solutions by collaborating with people who are impacted by, or have knowledge of, the problem, issue or challenge.	<b>Level: 3</b>
<b>Leadership</b> Clearly communicates expectations and consistently monitors outcomes. Nurtures strong team identity and pride.	<b>Level: 3</b>
<b>Effective Communication</b> Able to effectively present to and facilitate influential groups, internally and externally. Excellent written communication skills. Excellent presentation skills. Takes others' perspectives into account when, negotiating or presenting arguments and is able to facilitate collaborative working.	<b>Level: 3</b>
<b>Team &amp; Collaborative Working</b> Has a cohesive team approach within the Project, Unit, Division, the University and externally. Identifies opportunities for cross-functional collaboration.	<b>Level: 3</b>
<b>Effective Networking and Relationships</b> Builds and expands networks to achieve operational and strategic goals. Has excellent negotiation skills and is able to develop mutually agreeable outcomes with people at all levels.	<b>Level: 3</b>
<b>Innovation &amp; Creative Thinking</b> The ability to develop new insights into situations and apply innovative solutions to make improvements. The ability to create a viable solution from a blank page. Demonstrates lateral thinking.	<b>Level: 3</b>
<b>Change, Adaptability and Flexibility</b> Collaborates with key stakeholders to promote major change initiatives. Acts as a role model for change by demonstrating a commitment to the change process. Communicates a clear, compelling vision of what the change will accomplish.	<b>Level: 3</b>
<b>Continuous Development</b> Proactively keeps up to date with own knowledge/learning by reading, talking	<b>Level: 3</b>

to others inside and outside UL. Undergoes regular relevant IT and professional development.

**Thinking & Acting Strategically**

Contributes to developing the strategy within own area/division. Identifies opportunities which will benefit own area or others or UL as a whole.

**Level: 3**