



National Recognition of Prior Learning in Higher Education Project

Digital Engagement & Communications Officer

(3 year contract approx.)

Project Overview

The Technological Higher Education Association (THEA), together with the Irish Universities Association, secured funding for a major project and now invite applications for the full-time contract position of **Digital Engagement & Communications Officer** to support the roll out of the National Recognition of Prior Learning in Higher Education Project. This is a new, first-of-its-kind four-year €6.9 million project, funded through the Higher Education Authority's Human Capital Initiative and encompasses 19 publicly funded higher education institutions. Our goal is to make the recognition of prior learning an integral and vibrant part of higher education, ramping up lifelong learning opportunities to enterprise and learners nationwide, and streamlining RPL policies, processes, and systems across the sector.

About the Role

Reporting to the Project Manager, this post offers an excellent opportunity for the right candidate interested in contributing to a project with transformative potential for individual learners and the higher education sector as a whole. Communications, and in particular digital and social media, is a central strand of the project's work and is a crucial enabling factor for all project outcomes. This role will support the project to raise awareness and understanding of RPL and promote it as a pathway to and through higher education.

Job specifications and requirements:

- Generate content and co-ordinate the content calendar for the project's social media output, website, and other digital and traditional channels as they come on stream (e.g. blogs, YouTube, etc.)
- Support the development of www.priorlearning.ie and produce website content
- Support the development and implementation of the project's communications plan
- Identify audience requirements and execute integrated digital campaigns across web and social platforms
- Develop a keen understanding of the project's online audience using analytics tools and dashboards, regularly evaluating and reporting on how content is performing against agreed KPIs
- Utilise design tools to create eye-catching and impactful visual assets, including infographics and data visualisations for dissemination to HEI partners and across digital/social media platforms
- Monitor trends in social media applications and help research and deliver on new tactics to engage with new and existing audiences
- Contribute to the design and implementation of integrated digital campaigns across web and social platforms to build awareness and understanding of RPL in line with the project's communications plan
- Support the roll out of the RPL brand across all platforms – digital and traditional, ensuring adherence to the RPL brand guidelines
- Create innovative and effective content for digital, social and traditional channels and the web, regularly identifying and testing innovative approaches to maximise engagement
- Liaise with the Project Leads in the higher education institutions and other stakeholders to identify and harness storytelling opportunities which offer an authentic insight into the lives of HE staff, enterprise, learners and other RPL beneficiaries
- Support the organisation of events and meetings
- Provide administrative support to the project as required
- Any other duties as assigned by the Project Manager

Candidate Requirements

- A level 8 degree in a relevant field or equivalent experience
- At least one year's experience in a communications, marketing, or promotional role
- Experience in supporting or developing social media plans and online community engagement
- Excellent and proven multimedia, design, and photo-editing skills
- A self-starter with the ability and drive to work independently
- Strong work ethic and organisational skills, with an ability to deal with competing demands and prioritise workload in order to meet deadlines and targets
- Capable of building good working relationships at all levels of operation

- Good copywriting and written skills, with ability to create and edit content for social, digital, and traditional media
- Ability to work as part of a busy team with multiple work streams in a dynamic environment
- Experience or knowledge of creating and placing traditional marketing assets
- Experience or knowledge of co-ordinating events/meetings, etc.
- Positive, creative problem-solver, and a can-do attitude

Contract Terms

This is a full-time, contract post to 1st March 2025 which offers an excellent career opportunity for a pro-active and dynamic early-career professional. A secondment arrangement for existing public-sector employees may be possible, subject to concluding an appropriate agreement between THEA and the candidate's current employer. The salary range for this post is €30,000-€38,000, commensurate with experience.

Location of Post

This post is located at the THEA offices with a high degree of flexibility regarding remote working. The post will involve travel nationally and occasional international travel.

Application Process

Please forward a detailed but concise CV and covering letter by **Wednesday 30th March** to margaret.coen@thea.ie.

It is anticipated that interviews will take place week beginning 4th April.

Informal enquiries are welcome and can be made to grace.edge@thea.ie.