



## **Media and Digital Content Officer**

The Irish Universities Association (IUA), the representative body for Ireland's eight research intensive universities, invites applications for the full-time contract position of Media and Digital Content Officer.

Reporting to the IUA Head of Communications, the successful candidate will be primarily responsible for the promotion of IUA activities and outputs through proactive media relations and the production of impactful digital/social content.

The Media and Digital Content Officer will work with the IUA Head of Communications to drive a comprehensive comms and marketing plan to advance the strategic position of IUA and university sector through the delivery of IUA Marketing, PR and Public Affairs campaigns. They will work with a range of IUA colleagues across all areas of work, as well as with a broad range of stakeholders from IUA member universities and other organisations, including government agencies.

### **Contract details:**

The position of Media and Digital Content Officer, is offered on a 2-year fixed term contract, ideally commencing by June 2023 and subject to a period of probation and meeting on-going performance requirements. The role may require domestic travel within Ireland. From time to time you may be required to work outside of normal office hours to fulfil the duties of the role (for example event and media management).

The IUA operates a flexible working model, and this role can be partially fulfilled through remote working. However, the role will require some in-office working at our office on Merrion Square, Dublin 2, especially in the early stages, with routine face-to-face engagement with key stakeholders as required.

Salary in the region of €45,000 commensurate with experience will be offered. Annual leave entitlement is 25 days per year (not including bank holidays).

A secondment arrangement for existing public-sector employees may be possible, subject to concluding an appropriate agreement between the IUA and the candidate's current employer.

## **Responsibilities and tasks include:**

### **Press & PR**

- Develop press content for all areas of IUA's work in order to expand IUA's profile and look for opportunities across Irish media to highlight the work of IUA and member Universities.
- Build relationships with key education correspondents and expand IUA's media reach into business, politics and other key areas.
- Analyse media coverage and track emerging issues to inform staff and leverage media opportunities.

### **Digital Content**

- Manage the day-to-day running of the main IUA social media accounts and develop and leverage social media opportunities as part of the broader communications strategy to expand IUA's social media profile and reach.
- Lead on the design and implementation of integrated digital campaigns across web and social platforms to build awareness and to highlight the work of IUA and member Universities.
- Generate targeted content and co-ordinate the content calendar for IUA's social media output, website, and other digital/traditional channels.
- Manage IUA video and graphic design projects and maintain relationships with third-party videography, captioning and graphic design suppliers.
- Manage relationships with IUA appointed web developers to further develop the IUA website, *iua.ie* including functionality and content development.
- Analyse the performance of the IUA website using Google Analytics, GA4.
- Analyse and develop a keen understanding of IUA's online audiences using analytics tools and dashboards, regularly evaluating and reporting on how content is performing against agreed KPIs.
- Facilitate and lead meetings of the IUA Universities Social Media Group.

### **Internal and External Communications**

- Work with the Head of Communications to drive a comprehensive comms and marketing plan to advance the strategic position of IUA and university sector through the delivery of IUA Marketing, PR and Public Affairs campaigns.
- Provide support and assistance in planning, developing, producing and delivering IUA events and webinars.
- Fulfil the communications commitment of the IUA partnership in various sectoral projects.
- Provide communications and event support to IUA projects as necessary and when directed by the Head of Communications or the IUA Director General.
- Supporting the Head of Communications with any other tasks as required from time to time.

### **Candidate Skills and Attributes:**

We are looking for a dynamic and driven individual who has a clear understanding of Digital Marketing and Media Relations and a capacity to generate ideas and be resourceful. The ideal candidate will possess:

- A level 8 degree in a relevant field or equivalent experience.
- At least three years' experience in a public relations, digital marketing or other communications or marketing role.
- Experience in developing social media plans and online community engagement for channels such as Twitter, LinkedIn, Instagram, TikTok and Facebook.
- Experience with WordPress content management system.
- Experience using Google Analytics, Mailchimp and Hootsuite.
- Multimedia, design, and photo-editing skills is an advantage.
- Experience or knowledge of creating and placing traditional marketing assets.
- Excellent copywriting and written skills, with ability to create and edit content for social, digital, and traditional media.
- Experience or knowledge of co-ordinating events/meetings, etc.

### **The candidate will ideally be:**

- 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 operations.
- Able to work as part of a busy team with multiple work streams in a dynamic environment.
- Positive, creative problem-solver, and a can-do attitude.

### **About the IUA:**

The Irish Universities Association (IUA) is the representative organisation for Ireland's eight research intensive universities including DCU, MU, TCD, TU Dublin, University of Galway, UCD, UCC and UL. IUA acts as the sectoral 'voice' of its university members and is committed to:

- clearly and publicly articulating the importance and value of university education
- acting as an advocate for the university system
- providing effective liaison and dialogue with the State and its agencies
- ensuring the system is resourced and prepared for the challenges of the future
- developing sectoral policies and strategies
- maximising the contribution of higher education in all its dimensions to society and the economy.

**Application Details:** Please forward a detailed but concise CV and cover letter (max 500 words), demonstrating the competencies and experience listed above, by email by 23:59 25th April 2023 to: [marguerita.lardner@iua.ie](mailto:marguerita.lardner@iua.ie) Tel. 01 6764948. Interviews will be held in early May.