



IUA Communications and Digital Officer

(2-year fixed term contract)

The Irish Universities Association (IUA), the representative body for Ireland's leading universities, invites applications for the role of Communications and Digital Officer.

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

The Communications and Digital 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 the university sector through the delivery of IUA Marketing, PR and Public Affairs campaigns.

The role will also involve working with all IUA colleagues supporting and managing their digital media and communications activities, such as graphics for reports and social media, videos for social media, support on website and webinars. You will also liaise with a broad range of stakeholders from IUA member universities and other organisations, including government agencies.

Contract details:

The position of Communications and Digital Officer, is offered on a 2-year fixed term contract, ideally commencing by August 2026 and subject to a period of probation and meeting ongoing performance requirements. The role may require domestic travel within Ireland. From time to time the successful candidate 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 - €50,000 commensurate with experience will be offered. Annual leave entitlement is 25 days per year (not including bank holidays).

Responsibilities and tasks include:

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.
 - Strategically plan, implement and manage initiatives to expand reach and engagement, particularly on LinkedIn and Meta.
 - Create compelling content and write copy for both organic and paid digital campaigns
 - Monitor and manage paid and organic performance, producing clear, actionable reports
 - Track sector-related activity and actively engage with relevant university and stakeholder content
- 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 a consistent content calendar for IUA's social media output, website, and other digital/traditional channels.
 - Execute monthly content calendars and manage output and results, continue to adapt based on performance
- 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 and provide support for project websites like *euraxess.ie* and *accesscollege.ie*
- 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 meetings of the IUA Universities Social Media Managers Group.

Press & PR

- Develop press release writing skills for integration across social media posts, articles, and newsletters to help enhance the IUA's public profile.
- Analyse media coverage and track emerging issues, including in the Oireachtas and politically more generally, to inform staff and leverage media opportunities.

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 such as studentsurvey.ie, DARE and HEAR.
- 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, Communication Campaigns and Media Relations and a capacity to generate ideas and be resourceful. The ideal candidate will possess:

Required:

- 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.
- Excellent copywriting and writing skills, with ability to create and edit content for social, digital, and traditional media.
- Experience in developing clear, audience-focused communications materials, including press releases, briefing notes, stakeholder updates, website copy, social media content and newsletters, with strong attention to accuracy, tone, accessibility and brand consistency.
- Experience in developing social media plans and online community engagement for channels such as Twitter, LinkedIn, Instagram, TikTok and Facebook.
- Experience in media relations, stakeholder/public affairs, campaign planning, and issues/reputation awareness.
- Strong work ethic and organisational skills, with an ability to deal with competing demands and prioritise workload in order to meet deadlines and targets.
- Positive, creative problem-solver, and a can-do attitude.

Good to have:

- Experience with WordPress content management system or similar.
- Experience using Google Analytics, Mailchimp, Hootsuite or similar.
- Multimedia, design, and photo-editing skills is an advantage.
- Experience or knowledge of creating and placing traditional marketing assets.
- Experience or knowledge of co-ordinating events/meetings, etc.
- Sound judgement, political awareness and the ability to identify communications opportunities and risks in a fast-moving policy or public affairs environment.

Good to be:

- A self-starter with the ability and drive to work independently.
- 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.

About the IUA:

The Irish Universities Association (IUA) is the representative organisation for Ireland's research-intensive universities including Dublin City University, Maynooth University, Trinity College Dublin, University of Galway, University College Dublin, University College Cork, and University of Limerick.

IUA acts as the sectoral 'voice' of its members and is committed to:

- clearly and publicly articulating the importance and value of university education
- acting as an advocate for the university system with government, business and in the media
- providing effective liaison and dialogue with the State and its agencies on higher education and related issues
- ensuring the HE 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 July 6th, 2026, to: majella.burns@iua.ie Tel. 01 6764948. Interviews will be held in July.