



Job Description

College/Management Unit	Office of the Vice President for Research, Innovation and Impact
School/Unit	Innovation Academy, UCD
Post Title & Subject Area (if relevant)	Marketing and Recruitment Administrator
Post Duration	Temporary, Fixed Term – 36 months
Grade	Senior Executive Assistant (SEA)
Job Family and Career Level	Academic Programme and Operation Management Level 2
Job Sizing Reference No.	2018/066
Reports to	Strategic Partnerships Lead
Competition Ref. No.	014595
HR Administrator	Nicole Johnston

Position Summary

Do you have what it takes to inspire people and help them to unlock their true potential?

Can you help us to change the face of education, and transform the way we work and learn?

If that sounds like you, we want to hear from you. You could become a part of something truly pioneering that's putting Ireland at the forefront of innovation.

UCD Innovation Academy designs and delivers learning experiences in partnership with industry leaders, to give our students the key skills they need: Creativity, Entrepreneurial Mindset, Critical Thinking, Resilience, Collaboration and Leadership. Our alumni go on to accelerate their careers and change the world, either from within their organisations or as entrepreneurs and social entrepreneurs.

UCD Innovation Academy seeks to recruit a Marketing and Recruitment Administrator to support the recruitment and marketing of its programmes. UCD Innovation Academy provides a range of programmes and courses in creativity, entrepreneurship, sustainability and innovation to hundreds of learners every year. These include flagship programmes funded by the government's upskilling initiative Springboard+. Working as part of the marketing and communications team, the Marketing and Recruitment Administrator will co-design and execute marketing and communications campaigns and support the recruitment of programme applicants at different stages in the recruitment journey.

This is a truly people-oriented role, and the successful candidate will work with UCD Innovation Academy's rich and diverse student community. They will contribute to campaigns supporting exciting new projects at UCD Innovation Academy including a Virtual Reality programme, a sustainability microbusiness and a MakerSpace. They will support a range of marketing and communications duties including events, social media, media, website, CRM integration and other tasks as assigned.

The successful applicant will report to the Strategic Partnerships Lead and will ensure the welcoming, effective and efficient recruitment of students into all our programmes. The role is ideal for someone who flourishes in a busy, open and entrepreneurial environment. This is an exciting early career role for someone wishing to learn and develop quickly in a dynamic and challenging post and to gain a broad range of foundational experiences in a fast-moving organisation in an international context.

95 Senior Executive Assistant_2010 Salary Scale: €39,894 - €49,105 per annum

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

Principal Duties and Responsibilities

Marketing

- Work with the Strategic Partnerships Lead to formulate and implement marketing and communications plans for Irish and international markets including marketing to Secondary School students, existing UCD Undergraduate and Postgraduate Students, prospective Professional Postgraduate students based in Ireland and overseas.
- Assist with the development and dissemination of marketing materials and presentations.
- Participate in initiatives to aid marketing efforts, via web tools (e.g. Google Analytics) and Social Media.
- Assist with promotional seminars, workshops, events and open days including booking rooms, catering, and managing registrations.
- Help with the recruitment and supervision of student volunteers to assist with full range of marketing related events.

Recruitment

- Undertake national and international recruitment initiatives as directed, working to measurable and achievable objectives and student recruitment targets.
- Advise prospective students on programme suitability, entry requirements, regulations and procedures.
- Deal efficiently with prospective student questions, problems and enquiries in person, by phone and email.
- Deal with incoming applications, verify student transcripts and CVs and collate motivation statements for evaluation.
- Handle student enrolment/registration tasks, including monitoring student online registrations, verifying correct and full registrations by all students, performing manual registration or highlighting any anomalies that occur around students' registration.
- Collate information on applications and registrations as requested to ensure the Innovation Academy values of equality of opportunity and respect for diversity are being met in practice.
- Assist with student orientation including preparation of student packs, as well as meeting and greeting students during orientation.
- Build and maintain relationships with all relevant internal and external stakeholders.

Reputation building

- Work with the Strategic Partnerships Lead to develop, implement and manage a social media strategy for UCD Innovation Academy (across Facebook, Twitter and LinkedIn) to support recruitment and Unit branding.
- Develop and source relevant, high quality content for UCD Innovation Academy online channels, UCD channels and other relevant third party channels.
- Ensure effectiveness of the UCD Innovation Academy website, including responsibility for basic updates, creation of news items and other content.
- Undertake timely and professional post-event follow-up with event attendees and participants.
- Assist with data collection and effectiveness measurement of all outreach activities, to include an annual review of all events to ensure best practice and use of resources.
- Assist with post-programme surveys and evaluations, preparation of reports to donors and key influencers.
- Assist as required with student Certificate/Diploma presentation ceremonies.
- Help maintain Alumni database and support Alumni events.

Other

- Provide general administrative assistance with day-to-day management of the Innovation Academy Office, including holiday/illness cover when necessary.
- Undertake any other duties as assigned by the Strategic Partnerships Lead

Selection Criteria

UCD has a Job Families Framework and this role is part of the **Academic & Programme Operations and Management Job Family** and aligns with **Career Level 2**. Further details on the functional and core competencies outlined in the Job Families Framework are available at <https://www.ucd.ie/hr/a-z/jobfamilies/> .

Mandatory

Experience and Qualifications

- A Third Level qualification.
- A minimum of 2 years professional experience (voluntary or paid) working in a marketing, public relations or related role, demonstrating successful outcomes and evidence of impact.

Functional Competencies

A good understanding of the concepts, principles and practices relating to the following Functional Competency:

- **Business Analysis (Proficiency Level 1):** Good Experience of documenting processes, report writing and of creating a continuous improvement culture.
- **Data Management (Proficiency Level 1):** Good Knowledge of best practice data management and data governance practices.
- **Operational Resilience (Proficiency Level 1):** Good ability in maintaining stamina and performance in everyday tasks and acting effectively under pressure.
- **Support, Guidance and Advice (Proficiency Level 1):** Good ability to encourage cooperation and collaboration in others and influence others in a positive way.
- **Technical Acumen (Proficiency Level 1):** Applies and improves good technical skills to accomplish tasks effectively and good experience in producing professional reports, documents and presentations including MS Office.

Core Competencies

- **Organisational Awareness (Proficiency Level 2):** Demonstrated substantial knowledge of UCD and of the Higher Education Landscape.
- **Planning and Organisation (Proficiency Level 2):** Proven significant organisational and administrative skills with the ability to plan and organise own work effectively and a flexible approach to work. Strong level of accuracy and attention to detail.
- **Communicating Effectively (Proficiency Level 2):** Strong evidence of engaging in written and oral communication that is clear, unambiguous, transparent and consistent.
- **Taking Initiative (Proficiency Level 2):** Strong ability to work on own initiative, manage a number of issues simultaneously, meet deadlines and manage the competing priorities of others.
- **Service Focus and Innovation (Proficiency Level 2):** Strong experience in a customer service environment and appreciation of the requirements for excellent delivery by telephone, written and face to face and of managing difficult situations in a customer focused organisation.
- **Building Relationships (Proficiency Level 1):** Good experience of working in a team environment and an ability to work in changing team structures.
- **Managing Change (Proficiency Level 1):** Demonstrated emerging experience of change management through taking a positive approach to tackling work and embraces change.

Desirable

- Discretion and good judgement in handling confidential information
- Experience of working across a range of Social Media platforms and with digital tools and software.
- Familiarity with UCD Innovation Academy and its suite of modules and programmes.

Cont...

Further Information for Candidates

Supplementary information

The University:	http://www.ucd.ie/aboutucd.htm
The College/Management Unit:	http://www.ucd.ie/research
The School/Programme Office/Unit:	http://www.innovators.ie

Garda Vetting required:

- No

Relocation Expenses

- Will not apply

Informal Enquiries ONLY to:

Name:	Eleanor Kelly
Title:	Strategic Partnerships Lead
Email address:	Eleanor.Kelly@ucd.ie

Particular to this position

Conditions specific to this post (if any):

<ul style="list-style-type: none"> • A flexible approach to working hours may be required at certain times of the year

Eligibility to compete and certain restrictions on eligibility

Incentivised Scheme for Early Retirement (ISER):	It is a condition of the Incentivised Scheme for Early Retirement (ISER) as set out in Department of Finance Circular 12/09 that retirees, under that Scheme, are debarred from applying for another position in the same employment or the same sector. Therefore, such retirees may not apply for this position
Department of Health and Children Circular (7/2010):	The Department of Health Circular 7/2010 dated 1 November 2010 introduced a Targeted Voluntary Early Retirement (VER) Scheme and Voluntary Redundancy Schemes (VRS). It is a condition of the VER scheme that persons availing of the scheme will not be eligible for re-employment in the public health sector or in the wider public service or in a body wholly or mainly funded from public moneys. The same prohibition on re-employment applies under the VRS, except that the prohibition is for a period of 7 years, after which time any re-employment will require the approval of the Minister for Public Expenditure and Reform. People who availed of either of these schemes are not eligible to complete in this competition.
Collective Agreement - Redundancy Payments to Public Servants:	The Department of Public Expenditure and Reform letter dated 28th June 2012 to Personnel Officers introduced, with effect from 1st June 2012, a Collective Agreement which had been reached between the Department of Public Expenditure and Reform and the Public Services Committee of the ICTU in relation to ex-gratia Redundancy Payments to Public Servants. It is a condition of the Collective Agreement that persons availing of the agreement will not be eligible for re-employment in the public service by any public service body (as defined by the Financial Emergency Measures in the Public Interest Acts 2009 – 2011) for a period of 2 years from

	<p>termination of the employment. Thereafter the consent of the Minister for Public Expenditure and Reform will be required prior to re-employment. People who availed of this scheme and who may be successful in this competition will have to prove their eligibility (expiry of period of non-eligibility) and the Minister’s consent will have to be secured prior to employment by any public service body.</p>
<p>Declaration:</p>	<p>Applicants will be required to a Pre-Employment Declaration to confirm whether they have previously availed of a public service scheme of incentivised early retirement and/or the collective agreement outlined above. The above represents the main schemes and agreements restricting a candidate’s right to be re-employed in the public service. However it is not intended to be an exhaustive list and candidates should declare details of any other exit mechanism they have availed of which restricts their right to be re-employed in the public service. Applicants will also be required to declare any entitlements to a Public Service pension benefit (in payment or preserved) from any other Public Service employment and/or where they have received a payment-in-lieu in respect of service in any Public Service employment.</p>
<p>Superannuation and Retirement:</p>	<p>The successful candidate will be offered the appropriate superannuation terms and conditions as prevailing in the University, at the time of being offered an appointment. In general, and except for candidates who have worked in a pensionable (non-single scheme terms) public service job in the 26 weeks prior to appointment (see paragraph d below), this means being offered appointment based on membership of the Single Public Service Pension Scheme (“Single Scheme”).</p> <p>Key provisions attaching to membership of the Single Scheme are as follows:</p>
<p><i>a. Pensionable Age</i> - The minimum age at which pension is payable is 66 (rising to 67 and 68) in line with State Pension age changes.</p> <p><i>b. Retirement Age</i> - Scheme members must retire at the age of 70.</p> <p><i>c. Pension Abatement:</i></p> <ul style="list-style-type: none"> ● If the appointee was previously employed in the Civil Service or in the Public Service please note that the Public Service Pensions (Single Scheme and Other Provisions) Act 2012 includes a provision which extends abatement of pension for all Civil and Public Servants who are re-employed where a Public Service pension is in payment. This provision to apply abatement across the wider public service came into effect on 1 November 2012. This may have pension implications for any person appointed to this position who is currently in receipt of a Civil or Public Service pension or has a preserved Civil or Public Service pension which will come into payment during his/her employment in this position. ● Department of Education and Skills Early Retirement Scheme for Teachers Circular 102/2007 <p>The Department of Education and Skills introduced an Early Retirement Scheme for Teachers. It is a condition of the Early Retirement Scheme that with the exception of the situations set out in paragraphs 10.2 and 10.3 of the relevant circular documentation, and with those exceptions only, if a teacher accepts early retirement under Strands 1, 2 or 3 of this scheme and is subsequently employed in any capacity in any area of the public sector, payment of pension to that person under the scheme will immediately cease. Pension payments will, however, be resumed on the ceasing of such employment or on the person’s 60th birthday, whichever is the later, but on resumption, the pension will be based on the person’s actual reckonable service as a teacher (i.e. the added years previously granted will not be taken into account in the calculation of the pension payment).</p>	

- **Ill-Health-Retirement**

Please note that where an individual has retired from a Civil/Public Service body on the grounds of ill-health his/her pension from that employment may be subject to review in accordance with the rules of ill-health retirement within the pension scheme of that employment.

d. Prior Public Servant - While the default pension terms, as set out in the preceding paragraphs, consist of Single Scheme membership, this may not apply to certain appointees. Full details of the conditions governing whether or not a public servant is a Single Scheme member are given in the Public Service Pensions (Single Scheme and other Provisions) Act 2012. However the key exception case (in the context of this competition and generally) is that a successful candidate who has worked in a pensionable (non-single scheme terms) capacity in the public service within 26 weeks of taking up appointment, would in general not become a member of the Single Scheme. In this case such a candidate would instead be offered membership of the UCD Pension Scheme. This would mean that the abatement provisions at (c) above would apply, and in addition there are implications in respect of pension accrual as outlined below:

e. Pension Accrual - A 40-year limit on total service that can be counted towards pension where a person has been a member of more than one existing public service pension scheme would apply. This 40-year limit, which is provided for in the Public Service Pensions (Single Scheme and other Provisions) Act 2012 came into effect on 28 July 2012. This may have implications for any appointee who has acquired pension rights in a previous public service employment.

f. Pension-Related Deduction - This appointment is subject to the pension-related deduction in accordance with the Financial Emergency Measure in the Public Interest Act 2009.

For further information in relation to the Single Public Service Pension Scheme for Public Servants please see the following website: <http://www.per.gov.ie/pensions>.