



Job Description

College Management Unit:	Office of the Vice-President for Research, Innovation and Impact
School Unit:	UCD Innovation Academy
Post Title & Subject Area:	Convene Communications Content Specialist
Post Duration:	Fixed Term post until 31 March 2025
Job Family and Career Level	N/A
Grade:	Non-Scale
Job Grading Reference N^o	N/A
Reports to	Strategic Partnerships Lead
Competition Ref. N^o	014827
HR Administrator	Rachel Kelly

Position Summary:



In 2020, UCD Innovation Academy and TU Dublin launched Convene, a collaboration that seeks to increase the capacity of higher education to anticipate, understand, and deliver emerging skills needed by enterprise, and provide lifelong learning and upskilling opportunities for all. Convene brings together Ireland's two largest universities, University College Dublin and Technological University Dublin, to transform university and enterprise engagement in support of an innovative and agile Irish society and economy, powered by the workforce of the future.

Convene is funded by the Human Capital Initiative, an historic investment in Irish higher education that's future proofing graduates with relevant skills, identifying emerging needs from enterprise and promoting reform and innovation in higher education.

Convene aims to create broader change in higher education in Ireland and communicating the impact of its work will be vital in achieving this objective. UCD Innovation Academy seeks to recruit a Communications Content Specialist to support communications and public advocacy work in support of Convene and UCD Innovation Academy's overall mission.

In this role you'll be primarily responsible for creating and executing content on our website and social media channels and contributing to the design, development, planning and execution of best-in-class content. You'll create and manage a content calendar, identify communications opportunities and support student recruitment through communications and marketing. You'll also support other communications related work including CRM management, website curation, events, working with partners and other duties as assigned.

To date, UCD Innovation Academy has launched several exciting new initiatives under Convene, a Virtual Reality Transversal Skills Programme and Ireland's first multidisciplinary MakerSpace undergraduate elective for example, and the successful candidate will support the promotion of these and other Convene projects.

This is an excellent opportunity for a social media / communications enthusiast to work within a small, nimble team and build a portfolio of work with real scope for innovation and creativity.

The Communications Content Specialist is part of the Marketing and Communications Team within UCD Innovation Academy

Salary: Non-scale €26,000 - €41,500 per annum

Appointment will be made on range, in accordance with the Department of Finance guidelines.

Principal Duties and Responsibilities:

The role will involve the following components:

- Create, manage and execute a social media strategy for UCD Innovation Academy including its Convene projects across LinkedIn, YouTube, Facebook, Instagram and Twitter
- Create, manage, and optimise a content calendar across multiple platforms, making room for reactive or quick-win opportunities when necessary.
- Assist with the implementation of the content calendar to include scheduling due dates and managing content through the entire editorial process.
- Coordinate with Convene communications team in TU Dublin to create and amplify content
- Work with design tools such as Canva
- Use data-driven social media insights to help develop ideas and future content that will resonate with and create greater engagement with our audiences and communities.
- Support team advocacy with a focus on getting our people to amplify our content through their channels
- Act as a community manager across all social media platforms, acting as a first point of contact for all social media requests and queries related to social media channels and cultivating engagement
- Contributing to digital marketing plans, campaigns and Convene advocacy including the quarterly Convene Enterprise Forum
- Sourcing and editing photos / images /video content
- Gather, analyse, and optimise results, developing insights from the data, identifying where improvements can be made.
- Supporting the roll-out and management of the Innovation Academy's CRM
- Event management – in person and online
- Other duties as assigned

Selection Criteria:

Selection criteria outline the qualifications, skills, knowledge and/or experience that the successful candidate would need to demonstrate for successful discharge of the responsibilities of the post. Applications will be assessed on the basis of how well candidates satisfy these criteria.

Mandatory:

Experience and Qualifications

- 1 -2 years' work experience preferably in a communications capacity and/or a third level degree.
- Proven design skills and confident on platforms such as Canva
- Knowledge of communication concepts, principles, techniques and practises to identify and reach target audiences through various media across principally owned channels.
- Candidates must demonstrate an awareness of equality, diversity and inclusion agenda.

Functional Competencies

- Business Analysis (Proficiency Level 1) - Good ability to translate user requirements into solutions. Documents processes, writes reports and creates 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 maintaining stamina and performance in everyday tasks and acting effectively under pressure.
- Technical Acumen (Proficiency Level 1) – Good ability when applying and improving technical knowledge, skills, and judgment to accomplish a result or to accomplish tasks effectively.

Core Competencies

- Managing Change (Proficiency Level 1) - Good ability to take a positive approach to tackling work and embraces change.
- Building Relationships (Proficiency Level 1) – Good ability to build effective working relationships within own area and more broadly.
- Organisational Awareness (Proficiency Level 1) – Good ability to demonstrate an understanding of an organisation in its entirety, including governance structures and regulations
- Planning & Organisation (Proficiency Level 2) - Strong ability in planning and organising own work effectively.
- Communicating Effectively (Proficiency Level 2) – Strong communication skills, engages in written, verbal and visual communication that is clear, unambiguous, transparent and values based.
- Taking Initiative (Proficiency Level 2) – Significant ability in providing suggestions for improvements in own work area.

Desirable:

- Experience of working directly with students
- Experience with CRM systems

Further Information for Candidates:

Supplementary information:

The University:	http://www.ucd.ie/aboutucd.htm
The UCD Strategy for Research, Innovation and Impact 2015-2020:	http://www.ucd.ie/innovation/aboutus/ucdstrategyforresearchinnovationandimpact/
Office of the Vice-President for Research, Innovation and Impact	https://www.ucd.ie/research/portal/meettheteam/
UCD Innovation Academy:	https://www.innovationacademy.ie
Other (<i>Please specify</i>):	N/A

Relocation Expenses:

- Will not apply
- Will be applied in accordance with the [UCD Relocation Policy](#)

Garda Vetting required:**NO**

YES – Garda Vetting will be conducted for the recommended candidate(s) as part of the selection process for the post in accordance with the [UCD Garda Vetting Policy](#)

Informal Enquiries ONLY to:

Name:	Eleanor Kelly
Title:	Strategic Partnerships Lead
Email address:	Eleanor.kelly@ucd.ie
Telephone:	N/A

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 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.
Declaration:	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

	<p>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 <p>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.</p> <p><i>d. Prior Public Servant</i> - 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:</p> <p><i>e. Pension Accrual</i> - 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</p>	

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>.