**Post Specification (Comp: 034198)**

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<tr>
<th><strong>Post Title:</strong></th>
<th>Marketing and Communications Manager</th>
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<tr>
<td><strong>Post Status:</strong></td>
<td>Specific Purpose Contract (Approx. 1 Year)</td>
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<tr>
<td><strong>Department/Faculty:</strong></td>
<td>ADAPT Centre, Centre for Digital Content Technology</td>
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<tr>
<td><strong>Location:</strong></td>
<td>School of Computer Science &amp; Statistics, Trinity College Dublin, The University of Dublin</td>
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<td><strong>Reports to:</strong></td>
<td>ADAPT Associate Director (Commercialisation)</td>
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<tr>
<td><strong>Salary:</strong></td>
<td>Appointment will be made on the Administrative 1 at a point in line with Government Pay Policy [€58,329 to €75,211 per annum] up to the salary bar. Progression beyond the bar on the Administrative 1 Salary scale is not possible in this role, the salary is capped at a maximum of point 3 on the Administrative 1 salary scale.</td>
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<tr>
<td><strong>Hours of Work:</strong></td>
<td>37 hours per week</td>
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<td><strong>Closing Date:</strong></td>
<td>12 Noon (Irish Standard Time), 22 November 2019</td>
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The successful applicant will be expected to take up post in January 2020 or as soon thereafter as possible.
Post Summary

The ADAPT Centre, the centre for digital media technology, hosted by the School of Computer Science & Statistics, is seeking to appoint a Marketing and Communications Manager. Effective marketing and communications are vital to the establishment of brand awareness and preference for ADAPT. The role will enhance the established strong relationships and support the reach and global impact of the Centre’s business development, commercialisation, and education & public engagement activities and help raise awareness of the value realised from the Government’s investment in scientific research through SFI.

The post-holder will be responsible for the marketing and communications for the Centre to its industry partners across a range of sectors including ICT, media, gaming & entertainment, localisation, eCommerce, financial services, health and education.

The post-holder will be responsible for the development, implementation and managed delivery of comprehensive media marketing campaigns to raise awareness of ADAPT’s expertise, research activities and programmes, industry and educational impacts and unique brand.

The post-holder will be expected to liaise directly with the communications offices and personnel across ADAPT academic and industry partners, personnel at SFI, as well as the communications offices and personnel at constituent faculties and schools involved in the ADAPT Centre research.

Further information

Informal enquiries about this post should be made to monica.lechea@adaptcentre.ie

Standard Duties and Responsibilities of the Post

• Lead the development, management and implementation of an integrated marketing and communications strategy for ADAPT, in line with best practice internationally.

• Lead the development of ADAPT’s reputation and profile in key areas of excellence in the national and international media, in line with ADAPT’s strategic objective to
• establish the Centre as an international hub for digital media technology innovation in research and teaching.

• Lead on media relations for key ADAPT news – develop news releases, photo opportunities, maintain media contacts etc.

• Lead the development of ADAPT’s reputation and profile in research excellence in the national and international media to establish an international reputation in select research and teaching fields.

• Develop, implement and manage the delivery of comprehensive media and marketing plans for Centre events, activities, awards and programmes, working with communications offices of industry, academic partners and with SFI to ensure maximum coverage.

• Identification of, and making recommendations on, effective and appropriate marketing opportunities for ADAPT, including those presented by online and social media. Overall management of the vision, strategy and development of the ADAPT website and social media presence.

• Develop and implement industry focused marketing and communications strategies and material for the ADAPT Centre.

• Oversee an annual cycle of market research into, and delivering strategies to respond to, the wants, needs and preferences of specific target audiences.

• Ongoing management and development of ADAPT’s brand identity and reputation among all key stakeholder groups, internally and externally. Key stakeholders include staff, students, media, schools, parents, alumni, government, research bodies, funding agencies, regional development bodies, foundation/donors, industrial partners, etc.

• Overseeing the management and implementation of an internal communications strategy, including the development of appropriate channels to facilitate two-way internal communication across 7 partner institutions to encourage cross-university and cross-disciplinary engagement and identify opportunities for collaboration.
• Continue to develop and manage ADAPT’s public affairs strategy.

• Manage the ADAPT Centre’s marketing function to support its strategic objectives.

• Increase attribution of the ADAPT Centre brand and oversee the development and production of integrated marketing campaigns (radio, press, online, social media, and internal communications)

• Manage advertising and promotional campaigns in a variety of media (online and traditional)

• Provision of professional marketing and communications expertise to the ADAPT academics and partners, including advising on marketing and communications opportunities, preparing annual marketing and communications plans, and providing appropriate training to staff.

• Manage the marketing budget and track spending to ensure appropriate return on investment

• Management of relevant external consultancy providers, e.g. graphic designers, public relations consultants, advertising agencies, etc., as required.

• Develop promotional material across a broad spectrum of marketing channels and ensure consistent look, feel and messaging

• Build working relationships with relevant staff across the ADAPT Centre to ensure a coordination of all marketing activities and alignment with the Centre’s broader initiatives

• Management of the Marketing and Communications team including the graphic designer, interns etc. and main liaison with Press Offices and Communications Officers in partner universities.

Funding Information
This position is funded through the Science Foundation Ireland ADAPT Research Centre.
Person Specification

Qualifications
• Candidates appointed to this post must have a relevant primary degree (Marketing and/or Communications).
• A related postgraduate or industry qualification is desirable.

Knowledge & Experience (Essential & Desirable)
• A minimum of six years’ professional experience in a senior marketing and communications role. Candidates must have a demonstrated ability to independently undertake the core duties and responsibilities of the position. (Essential).
• Experience in social media, marketing, brand management, marketing material design and development and media (print, TV, radio, etc.). (Essential).
• Proven ability to manage marketing messages across multiple sectors. (Essential)
• Significant record of success in formulating, managing and delivering branding and marketing strategies with demonstrable results. (Essential).
• Experience in marketing of services and of complex organisations. (Essential).
• People management, supervision and budget management experience. (Essential).
• Proven ability to deliver marketing strategies both to a domestic market and to international markets. (Essential).
• Excellent oral and written skills with experience in making presentations. (Essential).
• Knowledge of the digital media sector would be an advantage.

Skills & Competencies
• Excellent administration skills. (Essential).
• Excellent communication and interpersonal skills both written and verbal. (Essential).
• Have an ability to work as an active, efficient and helpful team player in a busy working environment. (Essential).
• Excellent inter-personal communication skills, with the ability to build effective
relationships with a variety of stakeholders. (Essential).

- Excellent IT skills. (Essential).

- Proven ability to work on own initiative, handle multiple priorities and deliver to deadlines. (Essential).

- Innovative ideas and solutions, flexibility and the ability to anticipate and provide solutions as they arise. (Essential).

- Adaptive thinker with broad perspective. (Essential).

- Proven ability to prioritise workload and work to tight and exacting deadlines. (Essential).

- Excellent problem-solving abilities. (Essential).

- An excellent eye for detail. (Essential).
Application Information

In order to assist the selection process, candidates should submit a Curriculum Vitae and a Cover Letter (1x A4 page) that specifically address the following points in their application.

1. Candidates must have at least six years of experience in Marketing & Communications. Applicants should clearly address this experience and how they obtained their knowledge in their application.
2. An understanding of formulating, managing and delivering branding and marketing strategies is essential. The applicant should give examples of their involvement in the development and delivery of marketing strategies and what the applicant learned from the process.
3. Illustrate, through past example, their ability to work on their own initiative and resolve problems.

Please Note:

- Applicants who do not address the application requirements above in their cover letter will not be considered at the short list stage.
- Applicants should note that the interview process for this appointment may include the delivery of a presentation and may include a test of practical skills.

Background on ADAPT

ADAPT is Ireland’s global centre of excellence for digital media technology. Led by Trinity, and hosted by the School of Computer Science & Statistics, it combines the expertise of researchers at seven universities (Trinity College Dublin, Dublin City University, University College Dublin, Technological University Dublin, Athlone Institute of Technology, Maynooth University and Cork Institute of Technology) with that of its industry partners to produce ground-breaking digital content innovations.

ADAPT brings together more than 220 researchers who collectively have won more than
€100m in research funding and have a strong track record of transferring world-leading research and innovations to more than 140 companies. With €50M in research funding from Science Foundation Ireland and industry, ADAPT seeks talented individuals to join its growing research team. Our research and technologies will continue to help businesses in all sectors and drive back the frontiers of future Web engagement.

**Further Information for Applicants**

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<th>URL Link to School</th>
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<td>URL Link to Area</td>
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**Trinity College Dublin, the University of Dublin**

Trinity is Ireland’s premier university, with a proud tradition of excellence stretching back to its foundation in 1592. The oldest university in Ireland, and one of the oldest in Europe, today Trinity sits at the intersection of the past and the future, and is ideally positioned as a major university in the European Union. Our 47-acre campus is located in the heart of Dublin city centre and is home to historic buildings dating from the University’s establishment, as well as some of the most cutting-edge teaching and research facilities in Ireland. Students at Trinity benefit from a unique educational experience across a range of disciplines in our three faculties – Arts, Humanities, and Social Sciences; Engineering, Mathematics and Science; and Health Sciences. The pursuit of excellence through research and scholarship is at the heart of a Trinity education, and our researchers have an outstanding publication record and strong record of grant success.

Trinity has developed [19 broad-based multidisciplinary research themes](#) that cut across disciplines and facilitate world-leading research and collaboration within the University and with colleagues around the world. These internationally recognised themes include such diverse areas as Cancer, Immunology, Telecoms, Identities in Transformation, Nanoscience, Neuroscience, and Making Ireland. Researchers from across the University work together in
innovative ways to develop new and exciting approaches to their research and explore the frontiers of knowledge in the 21st century. In creating these dedicated research themes, Trinity’s researchers are able to become a more powerful force on the global stage, successfully competing for large-scale grants and attracting top students and faculty to the University. Trinity is home to Ireland’s first purpose-built Nanoscience research institute, CRANN, which opened in January 2008. This state-of-the-art facility houses 150 scientists, technicians, and graduate students in specialised laboratories, fostering creative innovations that have seen Trinity’s researchers make significant breakthroughs.

The Trinity Long Room Hub for Arts and Humanities Research Institute is the University’s flagship institute for research in the Arts and Humanities, providing a world-class environment for cross-disciplinary collaborative projects. The Long Room Hub provides a central location through which the University’s internationally respected Arts and Humanities research can become more visible, demonstrating its relevance for contemporary and future societies. Researchers from across the University regularly participate in debates on topical issues facing the world today. As well as operating an International Visiting Research Fellowship programme, the Long Room Hub also hosts major EU-funded Digital Humanities projects.

One of the most instantly recognised parts of Trinity’s campus is the famous Old Library, home to the historic Book of Kells as well as other internationally significant holdings in manuscripts, maps, and early printed material. Trinity’s Library is the largest research library in Ireland and is an invaluable resource to Trinity’s students and research community. Built up over the four centuries of the University’s existence, the Library’s collections have benefitted from its status as a Legal Deposit library for the past 200 years, granting Trinity the right to claim a copy of every book published in Ireland and the UK. At present, the Library’s holdings span approximately 4.25 million books, 22,000 printed periodical titles, and access to 60,000 e-journals and 250,000 e-books.

Trinity attracts top students from Ireland and abroad and prides itself on the consistently high standard of student admitted to the University every year. These students are drawn to Trinity for the excellence of our research-led teaching and for the quality and prestige a degree from this University confers. Trinity has also pioneered accessibility to education in Ireland, becoming the first university in the country to reserve 15% of its undergraduate
places for students from non-traditional learning groups. Trinity is the top-ranked European university for student entrepreneurship and Europe’s only representative in the world’s top-50 universities.

Our alumni have gone on to shape the history of Ireland and of Western Europe in a wide range of fields. These include such notable figures as Jonathan Swift, Oscar Wilde, William Rowan Hamilton, Edmund Burke, William Stokes, Denis Burkitt, Louise Richardson, Lenny Abrahamson, and Anne Enright. Three of Trinity’s graduates have been awarded Nobel prizes: Ernest Walton for Physics in 1951; Samuel Beckett for Literature in 1968; and William Campbell for Physiology / Medicine in 2015. Trinity also counts the first female President of Ireland among its alumni in Mary Robinson, as well as other notable former Presidents Douglas Hyde and Mary McAleese. At Trinity we are justifiably proud of our tradition, and we strive to uphold this excellence as we face the demands of the 21st century.

**Ranking Facts**

Trinity is the top ranked university in Ireland. Using the QS methodology, the University is ranked 104th in the world and using the Times Higher Education World University Rankings methodology Trinity is 117th in the world.
Overall

- Trinity is Ireland’s No.1 University in the QS World University Ranking, THE World University Ranking and the Academic Ranking of World Universities (Shanghai).
- Trinity is ranked 104th in the World, and 36th in Europe, in the 2018/2019 QS World University Ranking.
- Trinity is ranked in the Top 120 for Graduate Employability in the QS 2018 Rankings.
- Trinity is in the Top 50 most innovative universities in Europe according to Reuters.¹
- Between 2010 and 2015, Trinity was ranked the top university in Europe for entrepreneurship according to Pitchbook’s independent analysis.²

Internationalisation

- Trinity is ranked 52nd in the world in the THE World University Ranking for international outlook.

Research Performance

- Of the 981 institutions included in the THE World University Rankings for 2017, Trinity is in the top 15% internationally for research performance.
- Trinity is ranked in the top 15% internationally by QS for citations.

In the QS World University Subject Rankings:

- Trinity is ranked in the top 50 worldwide in four subject areas according to the QS World University Subject Rankings 2018. The University is ranked in the top 100 globally for 20 subjects overall.
- Trinity’s Top 50 subjects include Nursing (25th), Classics (28th), English (28th) and Politics (43rd).

¹ [http://www.reuters.com/article/us-innovative-stories-europe-idUSKCN0Z00CT](http://www.reuters.com/article/us-innovative-stories-europe-idUSKCN0Z00CT)
Trinity is ranked in the top 100 for each of the following 16 subjects: History, Languages, Philosophy, Theology, Computer Science, Biology, Medicine, Pharmacy, Chemistry, Geography, Materials Science, Education, Law, Social Policy, Sociology and Sport.

The University is ranked in the top 100 for three broad subject areas: Arts & Humanities (57th), Life Sciences & Medicine (87th), and Engineering & Technology (89th).
## Research Themes

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The Selection Process in Trinity

The Selection Committee (Interview Panel) may include members of the Academic and Administrative community together with External Assessor(s) who are expert in the area. Applications will be acknowledged by email. If you do not receive confirmation of receipt within 1 day of submitting your application online, please contact the named Recruitment Partner on the job specification immediately and prior to the closing date/time.

Given the degree of co-ordination and planning to have a Selection Committee available on the specified date, the University regrets that it may not be in a position to offer alternate selection dates. Where candidates are unavailable, reserves may be drawn from a shortlist. Outcomes of interviews are notified in writing to candidates and are issued no later than 5 working days following the selection day.

In some instances the Selection Committee may avail of telephone or video conferencing. The University’s selection methods may consist of any or all of the following: Interviews, Presentations, Psychometric Testing, References and Situational Exercises.

It is the policy of the University to conduct pre-employment medical screening/full pre-employment medicals. Information supplied by candidates in their application (Cover Letter and CV) will be used to shortlist for interview.

Applications from non-EEA citizens are welcomed. However, eligibility is determined by the Department of Jobs, Enterprise and Innovation and further information on the Highly Skills Eligible Occupations List is set out in Schedule 3 of the Regulations https://www.djei.ie/en/What-We-Do/Jobs-Workplace-and-Skills/Employment-Permits/Employment-Permit-Eligibility/Highly-Skilled-Eligible-Ocupations-List/ and the Ineligible Categories of Employment are set out in Schedule 4 of the Regulations https://www.djei.ie/en/What-We-Do/Jobs-Workplace-and-Skills/Employment-Permits/Employment-Permit-Eligibility/Ineligible-Categories-of-Employment/. Non-EEA candidates should note that the onus is on them to secure a visa to travel to Ireland prior to interview. Non-EEA candidates should also be aware that even if successful at interview, an appointment to the post is contingent on the securing of an employment permit.
Equal Opportunities Policy

Trinity is an equal opportunities employer and is committed to employment policies, procedures and practices which do not discriminate on grounds such as gender, civil status, family status, age, disability, race, religious belief, sexual orientation or membership of the travelling community. On that basis we encourage and welcome talented people from all backgrounds to join our staff community. Trinity’s Diversity Statement can be viewed in full at https://www.tcd.ie/diversity-inclusion/diversity-statement.

Pension Entitlements

This is a pensionable position and the provisions of the Public Service Superannuation (Miscellaneous Provisions) Act 2004 will apply in relation to retirement age for pension purposes. Details of the relevant Pension Scheme will be provided to the successful applicant.

Applicants should note that they will be required to complete a Pre-Employment Declaration to confirm whether or not they have previously availed of an Irish Public Service Scheme of incentivised early retirement or enhanced redundancy payment. Applicants will also be required to declare any entitlements to a Public Service pension benefit (in payment or preserved) from any other Irish Public Service employment.

Applicants formerly employed by the Irish Public Service that may previously have availed of an Irish Public Service Scheme of Incentivised early retirement or enhanced redundancy payment should ensure that they are not precluded from re-engagement in the Irish Public Service under the terms of such Schemes. Such queries should be directed to an applicant’s former Irish Public Service Employer in the first instance.
Application Procedure

Applicants should submit a full Curriculum Vitae to include the names and contact details of 3 referees (including email addresses), together with a cover letter (1x A4 page) that specifically addresses the application procedure set out above.

APPLICATIONS WILL ONLY BE ACCEPTED BY E-RECRUITMENT:

http://jobs.tcd.ie

If you have any application queries, please contact:

Yasmin Madigan
Human Resources, House No. 4,
Trinity College Dublin, the University of Dublin

Tel: +353 1 896 3327
Email: madigany@tcd.ie