



**Head of Education & Public Engagement  
Administrator II  
Adapt  
3 Year Fixed Term Contract**

**Dublin City University**

Dublin City University [www.DCU.ie](http://www.DCU.ie) is a young, ambitious and vibrant University, with a mission 'to transform lives and societies through education, research, innovation and engagement'. Known as Ireland's 'University of Enterprise and Transformation', it is committed to the development of talent, and the discovery and translation of knowledge that advances society and the economy. DCU is the Sunday Times Irish University of the Year 2021.

The University is based on three academic campuses in the Glasnevin-Drumcondra region of north Dublin. It currently has more than 18,000 students enrolled across five faculties – Science and Health, DCU Business School, Computing and Engineering, Humanities and Social Sciences and DCU Institute of Education. DCU is committed to excellence across all its activities. This is demonstrated by its world-class research initiatives, its cutting-edge approach to teaching and learning, its focus on creating a transformative student experience, and its positive social and economic impact. This exceptional commitment on the part of its staff and students has led to DCU's ranking among the top 2% of universities globally. It also consistently features in the world's Top 100 Young Universities (currently in QS Top 70 Under 50, Times Higher Top 150 Under 100).

DCU is placed 84th in the world, in the Times Higher Education University Impact Rankings – measuring higher education institutions' contributions towards the UN Sustainable Development Goals. Over the past decade, DCU has also been the leading Irish university in the area of technology transfer, as reflected by licensing of intellectual property.

**Overview of the department**

ADAPT is the world-leading SFI research centre for AI Driven Digital Content Technology hosted by Trinity College Dublin. The ADAPT Centre has been successfully renewed with the awarding in 2020 of €42M from Science Foundation Ireland for phase II of the Centre which will cover the period Jan 2021 – Dec 2026. The model for the phase II centres requires that funding matching the state investment of €66M be raised from both Industry and Non-Exchequer sources by the end date of the Centre building to a €100M centre by 2026. The significant increase in targets represents a step change not only in financial terms but also in the expansion of partner universities and ADAPT's fields of research and Education and Public Engagement activities.

To meet the requirements, we have had to reorganize the centre to meet the challenges involved, creating a role that has autonomy in driving strategy and responsibility for ensuring the strategic integration of ADAPT's renewed Education & Public Engagement vision and mission.

As part of the Phase II research programme, the number of ADAPT's partner institutions have doubled and the Centre's academic partner institutions now includes (in addition to TCD), Dublin City University, University College Dublin, Technological University Dublin, Maynooth University, Munster Technological University, Athlone Institute of Technology, and the National University of Ireland Galway.

ADAPT's research vision is to pioneer new forms of proactive, scalable, and integrated AI-driven Digital Content Technology that empower individuals and society to engage in digital experiences with control, inclusion, and accountability with the long term goal of a balanced digital society by 2030. ADAPT is pioneering new Human Centric AI techniques and technologies including personalisation, natural language processing, data analytics, intelligent machine translation, human-computer interaction, as well as setting the standards for data governance, privacy and ethics for digital content.

### **Role Profile**

Based on substantial growth in the scale of the centre and its activities, ADAPT is seeking to appoint a Head of Education & Public Engagement (EPE) to develop and deliver a focussed strategic vision for the EPE activities of the Centre, and ensure performance against the strategy and operational plans arising from that vision. The Head of EPE will be responsible for devising a strategy to incorporate researchers and academics from four new geographically-dispersed higher education institutions. Providing opportunities for so many additional people to participate in the ADAPT EPE programme will require a significant step up in EPE activities at the Centre, as well as an accompanying substantial increase in resources required to enable it. This senior management position has primary responsibility for this strategic function (EPE) in one of SFI's largest multi-institutional research centres.

The ambition of ADAPT extends beyond the phase II endpoint; with a vision to grow the centre to be an internationally recognised centre of excellence for AI Driven Digital Content Technology. Education and Public Engagement is a key pillar of ADAPT's role in 'future-proofing Ireland' and ADAPT is committed to embedding engaged research practices in order to maximise the societal impact of its work.

The Head of EPE will ensure delivery of an innovative and impactful EPE strategy designed to build a strong pipeline of talented STEM problem solvers for Ireland, and to foster scientific engagement with the public. They will oversee and strategically manage ADAPT's EPE programme of deeper engagement of citizens and civil society through engaged research to achieve the ambitious targets set by SFI. The role will also be responsible for mass light-touch public engagement initiatives to inform the public about ADAPT and its scientific impact on Irish society. The Head of EPE will also catalyze ADAPT researchers to adopt "upstream" public engagement practices in order to maximise the societal impact of ADAPT research.

Meeting these new demands and delivering on our vision, requires a step change in responsibility and increased leadership within the Education & Public Engagement team with greater emphasis on development and execution of our EPE strategy and assuming a critical role in leadership of the ADAPT centre.

This includes providing leadership of the EPE Programme not just within the ADAPT core team but also to our 85+ academic investigators, 8 institutional partners and national and international agency stakeholders to ensure an appropriate level of engagement, influencing of decisions and continuous improvement of activities.

### **Duties and Responsibilities**

The Head of Education & Public Engagement has senior management responsibility for devising and driving the ADAPT Centre's strategy for Education and Public Engagement liaison with ADAPT's CEO/Director, Associate Directors and lead PI's. The post holder will review, investigate and respond to Education and Public Engagement opportunities, and apply expert knowledge of the ADAPT Centre research agenda and strategic awareness to identify funding opportunities to support Education and Engagement programmes. The post requires the ability to build and maintain relationships at the highest levels.

Reporting to the Head of Research Strategy and Integration, the Head of Education & Public Engagement will guide the ADAPT Centre Education and Public Engagement activities across the eight university ADAPT partnership and approximately 400 researchers, academics and professional staff.

### **Strategic Leadership**

- Guide the development and implementation of strategies to engage ADAPT stakeholders effectively to ensure the ADAPT EPE programme is achieving maximum reach and impact across all levels of society.
- Develop, implement and continuously review a strategy to diversify funding for ADAPT Education & Engagement activities, targeting national, international and industry funding sources to support targeted ADAPT Education and Engagement programmes including engaged research
- Have overall responsibility for the strategic development, implementation and continuous review of the Education and Engagement Programme of ADAPT.
- Develop, implement and continuously review a strategic vision for ADAPT "inreach" in the form of multidisciplinary training and development programmes on behalf of ADAPT members
- Have responsibility for achieving ADAPT Key Performance and Management Indicators (KPIs) related to EPE activities. Establish and review key strategic priorities and translating them into a comprehensive strategic plan to enable ADAPT to reach its ambitious EPE KPIs and targets for SFI
- Develop, implement and continuously review a strategy for strong Industry involvement and collaboration in ADAPT Public Engagement activities.
- Establish a strategic plan for expanding EPE activities, increasing impact and attracting/competitively winning additional funding to achieve its aims
- Highlight the platform and scientific research that maximises the dialogue between scientists and public audiences concerning ADAPT related research areas
- Manage the relationship with the funding body (SFI) EPE executive and oversee reporting of EPE performance.

Take managerial responsibility for presenting the EPE function at international reviews, national forums and international networking events to highlight ADAPT EPE success.

### **EPE Programme integration, implementation and governance**

- Cultivate a pervasive culture of engaged research across ADAPT. Drive development of guidelines and training for methodologies and best practice to facilitate engaged research endeavours with relevant (targeted) communities.
- Develop strong and productive relationships with internal and external collaborators and stakeholders.
- Foster links with key personnel in Science Foundation Ireland and other Science Foundation Ireland Research Centres to appropriately leverage Science Foundation Ireland centred or multi-group Education and Engagement activities for maximum impact under the Science Foundation Ireland Discover programme.
- Allocate and oversee budgets for Education and Public Engagement programmes.
- Act as a key member of the ADAPT EPE Committee

### **EPE Programme Societal Impact**

- Increase the Centre's international impact by showcasing its EPE activities to other countries and by offering its online education resources internationally
- Steer an EPE Programme of activities that will inform STEM research by giving ADAPT researchers greater insight into the Irish public's views on the possible impacts, opportunities, risks and benefits of digital engagement innovations on their lives and society
- Drive impact of ADAPT EPE programme nationally and internationally. Utilise the results from Citizen Think-Ins to inform national policy so that issues on societal implications of emergent technology are taken into consideration when formulating legislation.
- Oversee the evaluation of the ADAPT EPE programme using external evaluation consultants and best-practice mixed-methods evaluation for major initiatives.
- Ensure ADAPT researchers, EPE staff and partners publish evaluation reports and share insights at international workshops and conferences in the fields of Education, STEM and Public Engagement.
- Work in conjunction with the Executive Director of Commercialisation and Design & Innovation Manager to identify opportunities for internal and external engagement with particular focus on the dissemination of research results to a wider public audience.

### **Team Leadership**

- Manage a team of professionals, academics, researchers in the execution of ADAPT EPE programme.

### **Qualifications and Experience**

#### **Essential Criteria**

The post-holder must hold a postgraduate degree and have substantial (5 - 10 years) relevant work experience in a senior public engagement role in a technology environment, ideally within an academic or research setting.

The candidate must be able to demonstrate an ability to guide and work with high-performing, cross-functional and cross-disciplinary teams within Higher Education or a similar complex, hierarchical business environment. Knowledge of Engaged Research methodologies is a distinct advantage.

### **Desirable Criteria**

The post-holder must have significant senior leadership experience. They should be capable of managing and prioritising a varied and substantial workload. The Head of Education & Public Engagement must be flexible and possess an ability to work effectively as part of a wider team while also taking clear responsibility for this important function and specific EPE team within the Centre. The post-holder is expected to develop and maintain strong working relationships between and among the various ADAPT Centre research teams and operations groups across eight partner universities, as well as building strong external relationships at the highest level. They must be able to work directly with the Head of Research Strategy & Integration, Centre CEO/Director and Associate Directors in building a long-term vision for Education & Engagement in ADAPT.

### **The successful candidate must have:**

- Proven senior management experience in delivering impactful education and public engagement and/or stakeholder outreach strategies, as well as knowledge of the digital content area.
- A track record in EPE leadership, including publishing on EPE theory and practice.
- Strong leadership style and the ability to influence individuals at all levels.
- Proven ability to negotiate access to resources in a matrix-type organisation and a track record of winning competitive funding.
- Evidence of translating the EPE vision into a set of instruments, and to implement, evaluate and review the resulting programmes.
- Demonstrable experience in organising public engagement/outreach events and activities.
- Evidence of success in securing competitive funding leading to the establishment of team based research activity
- Experience of producing and delivering executive reporting for stakeholders across all levels, including at international reviews.
- Experience in building up and managing a team of EPE professionals.
- Demonstrable ability to decide on the appropriate action, issue directives and monitor subsequent performance. Use dynamic and measured judgment where appropriate.
- Solid track record for developing internal and external relationships across all levels.
- Direct experience of guiding and managing change.