



## **Marketing Manager**

### **GENERAL JOB SPECIFICATION Duties and Terms & Conditions of Employment**

#### **1. PREAMBLE**

Mary Immaculate College (MIC) is an autonomous, university-level, Catholic College of Education and the Liberal Arts. Founded in 1898, and linked academically with the University of Limerick, MIC is the oldest higher education institution in Limerick. Significant expansion in recent decades has seen the College's offerings proliferate across two impressive campuses, one based in the heart of Limerick City and one in Thurles, Co. Tipperary. The diverse student community is made up of more than 5,000 learners, participating in nine undergraduate degree programmes and a multiplicity of postgraduate opportunities extending to doctoral level. Academic staff are engaged in a wide range of research interests which underpins all teaching and learning at the College.

MIC seeks to prepare its students for professional excellence and to nurture their capacity to lead flourishing lives.

#### **2. CANDIDATE PROFILE AND SCOPE OF THE POSITION**

Mary Immaculate College wishes to appoint a suitable candidate to the position of Marketing Manager situated within the Strategic Communications and Marketing (SCM) team, on a permanent, full time basis.

The Strategic Communications & Marketing division of the College has responsibility for all MIC programme and event marketing, media relations, corporate branding and identity, corporate website, social and digital media and external communications.

The successful candidate will be a key member of the SCM team, leading up the marketing division under the leadership of the Director of SCM. S/he will play a key role in the promotion of MIC and its key strategic priorities, overseeing the successful execution of the College's various marcomm strategies. S/he will interact constructively, efficiently and effectively with staff and external bodies as needed. The post-holder will be a person of the highest integrity, professionalism and probity and will be a self-starter, able to exercise initiative and assume responsibility for critical institutional priorities.

**In order to be considered for this post, applicants must have:**

- 1) A third level qualification at level 7 or higher on the National Framework of Qualifications and a minimum of 2 years' experience in a marketing or communications setting, preferably at management level.  
**or**  
A minimum of 5 years' experience in a similar marketing role, preferably at management level.

2. A thorough knowledge of, and experience in, marketing and communications in the higher education sector.
3. Vast experience in the use of digital marketing including social media in addition to an in-depth knowledge of digital analytic tools such as Google Analytics SEO, CRO etc.
4. Demonstrated team management experience, with evidence of ability to successfully manage and coordinate the work of various projects to agreed outcomes.
5. Excellent event management skills with the ability to prioritise, manage and complete a variety of tasks at times of high pressure coupled with an ability to work effectively on own initiative and to established deadlines.
6. Excellent interpersonal and communication skills; including content generation, report-writing, and presenting with high levels of accuracy.
7. Experience of compiling and managing budgets.
8. Proven ability to work collaboratively and supportively with a wide variety of stakeholders, and at a multiplicity of seniority levels.
9. Willingness to travel, high motivation and flexibility in regard to work practices and working arrangements.
10. Have a full clean driving license.

**It is desirable that candidates will also have:**

A competence in Gaeilge.

**Candidates must clearly indicate in their applications how they meet each of the above criteria.**

### **3. JOB DESCRIPTION**

#### **Duties and Responsibilities**

- Providing comprehensive support to the Director of Strategic Communications & Marketing;
- Implementing MIC's Marketing Strategy, including through expert market analysis, identifying appropriate channels for the successful promotion of the College's growing suite of programmes at both undergraduate and postgraduate level;
- Providing marketing intelligence to Course Boards, APAC, Academic Council and the MIC Executive Team in order to inform the development of new programmes within a systematic programme development workflow;
- Liaising closely with Deans, Heads of Departments' and Course Coordinators in the development of individual programme marketing strategies that feed into the over-arching institutional marketing strategy;
- Supporting development of the College's postgraduate recruitment strategy;
- Development of promotional assets (prospectus, website copy, videos, images, advert copy, editorial, and various designs), for use across traditional and new media platforms, ensuring a unified brand across all material;

- Event management of student recruitment activities such as Open Days / Taster Days / Information Events;
- Working in tandem with the Communications Team to ensure maximum impact of all marcomm activities;
- Monitoring the success of all marketing activities undertaken, gathering the results to inform future activities through evaluation and presenting progress reports to relevant stake-holders on same;
- Staying up to date with current and evolving marcomm trends within the 3rd level sector;
- Compilation and management of programme marketing budget;
- Liaising closely with relevant offices and departments in the coordination of MIC events;
- Developing and implementing Standard Operating Procedures for all marketing activities undertaken;
- Actively participating on a number of working groups as directed;
- Contribute to the development of any other campaigns as are necessary to the success of MIC's Marketing & Communications strategies.

The duties and responsibilities are broadly defined and are not exhaustive. The performance of the entire range of duties is not necessarily confined to any one individual, as the work requires that the staff function in a flexible manner, and work together as a team. The College retains the right to assign new duties and/or to re-assign staff to other areas of the College, in response to service needs.

### **Reporting Relationship**

The appointee is required to carry out the duties attached to the post, under the direction of the Director of Strategic Communications & Marketing, to whom he/she reports and to whom he/she is responsible for the performance of these duties in the first instance.

The appointee will report through the Director of Strategic Communications & Marketing to the College President and/or to such other College Officers as the President may designate from time to time. S/he will liaise with the Deans of Arts and Education, Heads of Departments, Course Leaders and other College personnel and with relevant College bodies in carrying out the duties attaching to the post.

The reporting relationship is subject to review and may be altered from time to time, in line with service needs and developments in the College.

## **4. TERMS AND CONDITIONS OF EMPLOYMENT**

### **General**

All persons employed will sign an appropriate contract, which will contain terms and conditions of the employment. A job description is given to all applicants for employment and this will form part of the contract documentation.

### **Place of Work**

The appointee's place of work will be Mary Immaculate College, Limerick. The College reserves the right to require the appointee to work from any other location. It is a requirement of the College that the appointee must reside within a reasonable distance of the College.

## **Exclusivity of Service and Outside Work**

The person appointed will be required to devote his/her full-time attention and abilities to his/her duties during his/her working hours in the College and to act in the best interest of the College at all times. Therefore, for as long as the successful applicant is working in the College, he/she may not, without the prior written consent of the Vice President Administration and Finance, be actively engaged or concerned in any way, either directly or indirectly, in any other business or undertaking where this is or is likely to be in conflict with the College's interests or the performance of the duties that the person has been employed for.

Apart from the occasional giving of lectures elsewhere, the writing of books and occasional literary materials, the appointee will not, during his/her tenure of office, undertake paid outside work unless he/she has received the permission of the Vice President of Administration and Finance to undertake such work on the terms and conditions as agreed for the particular undertaking in question. In every case, it is the duty of the appointee to seek in writing the prior permission of Vice President of Administration and Finance. It is also the duty, in every case, of the appointee to inform the person or body for whom the work is being undertaken, that the work is being conducted in a private capacity and that the College cannot in any circumstances be responsible for such work.

## **Probationary Period**

The appointment is subject to satisfactory completion of the standard 9 month probationary period. The probationary period may be extended at the discretion of the College but will not in any case exceed 11 months. Absences during the period of probation will extend the probationary period. Performance and conduct during the probationary period will be monitored through a process of assessment meetings. Termination of employment during the probationary period will be at the discretion of the College. An abridged version of the disciplinary procedure will apply to employees on probation.

## **Hours of Attendance**

Full time hours are 37 hours per week. Part time hours, if applicable, will be specified based on service requirements.

The normal hours of duty are Monday to Thursday, 9am to 5.15pm and Friday, 9am to 4.45pm with a 45 minute lunch break each day. However, the duties attaching to the position are such that you may be required to work evenings/weekends to suit service needs. No overtime will be paid but you will be allowed to avail of "Time-Off-In-Lieu (TOIL)" where you exceed the 37 hours per week threshold.

The College reserves the right to adjust starting and finishing times or days of duty to meet service needs.

## **Salary**

The Salary scale for this position has been approved by the Department of Education & Skills and the Higher Education Authority in line with Government Policy on Public Sector remuneration. The rate of remuneration may be adjusted from time to time in line with Government pay policy. The appointment will be made on the salary scale at a point in line with current Government Pay Policy. New entrants to the Civil or Public Sector, as defined in Circular 18/2010, will commence on the first point of the salary scale.

The grade for the post of is Higher Executive Officer. With effect from 1st October 2018, the annual salary scale for the grade of Higher Executive Officer (Grossed up) is:

€48,028; €49,432; €50,833; €52,233; €53,637; €55,040; €56,441; €58,466 (LSI); €60,486 (LSI)

Salary will be paid on a monthly basis on the 2nd last bank working day of each month, using the Paypath facility. Payment of salaries and wages are subject to statutory deductions, i.e. Income Tax (PAYE), Superannuation Contributions and Pay Related Social Insurance (PRSI).

### **Superannuation**

New entrants appointed will be required to participate in the Single Public Service Pension Scheme and pay Superannuation contributions at the appropriate rates in accordance with the provisions of the Public Service Pensions (Single Scheme and Other Provisions) Act, 2012. Details of this scheme can be obtained from the College's website.

All other eligible appointees are automatically included in the Colleges' of Education Pension Scheme on taking up appointment. In compliance with the Colleges of Education Pension Scheme, deductions amounting to 6.5% are made from salary.

Appointees who commenced employment in the public service between 1<sup>st</sup> April 2004 and 31<sup>st</sup> December 2012 and have not had a break in employment of greater than 6 months will have no mandatory retirement age. Appointees who commenced employment in the public service after 1<sup>st</sup> January 2013, either for the first time or are re-employed after a break of greater than 6 months will have a mandatory retirement age of 70.

The appointee will be required to pay Additional Superannuation Contribution (ASC) under the provision of Public Service and Pensions Act 2017.

Staff who are not eligible for membership of the Colleges' of Education Pension Scheme or the Single Public Service Pension Scheme may avail of a PRSA (Personal Retirement Savings Account). A designated PRSA provider has been nominated by the College and staff who are not eligible for membership of the aforementioned schemes should contact the Finance Office for further information on PRSA.

### **Annual Leave**

The annual leave entitlement for this grade is 27 working days per leave year. Annual leave should be taken when students are off campus, and the taking of leave must have the prior approval of the Director of Strategic Communications and Marketing.

Public Holidays are granted in accordance with the provisions of the Organisation of Working Time Act, 1997.

### **Sick Leave**

There is a discretionary sick pay scheme in place, details of which are available from the Human Resources Office. Sick pay is contingent on full cooperation and compliance with the Colleges absence management procedures.

### **Termination of Employment**

At least two calendar month's written notice is required to resign this post.

On the termination of employment but before departing from the College, staff members are required to return to the College all books, reports, memoranda, correspondence, papers, records, reports, files including data

held on electronic files, computer disks, electronically recorded discs, and any other documentation, and all other property, including office keys, belonging to the College or relating to its business or affairs which are in the possession of a staff member or under his/her control when the employment is terminated.

### **Confidentiality**

In the course of working in Mary Immaculate College, the person appointed may have access to or hear information concerning staff and/or students and/or the functioning and the business of the College. Such information acquired in the course of employment with the College, including any aspect of the College's responsibilities or operations, is considered to be confidential information. On no account must information concerning students, staff or other College business be divulged or discussed except in the performance of normal duties and, unless authorised to do so, this information shall not be communicated to a third party. In addition records must never be left in a manner that unauthorised persons can obtain access to them and must be kept in safe custody when no longer required.

### **Health & Safety**

Mary Immaculate College will ensure as far as reasonably practicable, a safe and healthy work environment. Therefore, it is the duty of each employee to take reasonable care to protect the health and safety of themselves and of other people in the workplace. Each employee must comply with all health and safety policies and procedures in operation in Mary Immaculate College and familiarise him/herself with the Safety Statement.

Employees are obliged to wear the PPE (Personal Protective Equipment) they have been provided with and no person shall intentionally or recklessly interfere with or misuse any appliance, protective clothing or other equipment provided in the workplace for health and safety purposes. Employees are statutorily/legally obliged to ensure that any accidents/incidents which may occur are reported promptly to the Health and Safety Officer on the MIC Accident/Incident Report Form.

The person appointed to this post must fully participate in and attend all relevant work related health and safety training as may be required by the College.

### **College Policies, Rules and Regulations**

The College is a Public Sector employer and is bound by National Agreements, as agreed by the National Social Partners. It is also bound by regulations, circulars and directives issued on behalf of Government by the Department of Finance, the Department of Education & Skills and the Higher Education Authority.

Employees are at all times subject to the provisions of the College policies, rules and regulations. These policies include but are not confined to Discipline & Grievance Policies, Dignity at Work, Examination Rules & Regulations, Policy on Responsible Computing and Use of Information Technology Facilities. These policies are outlined on the College Portal for College employees. All employees are required to familiarise themselves with the contents of the Policies and Procedures.

## **5. APPLICATION AND SELECTION PROCESS**

### **Method of Selection for Recommendation**

A shortlisting of applicants may occur, which will be based on the applicant's qualifications, suitability and relevant work experience as detailed in the application. It is the responsibility of the applicant to ensure that

all relevant information is included in their application and that they clearly identify how they meet the specified candidate criteria.

A recommendation for appointment will be made by an interview board. The appointment will be based on this recommendation, except where considerations of health or an unsuitable record in previous employment warrants a departure.

Candidates must produce satisfactory documentary evidence of all training and experience claimed by them, if required.

A panel will be created from which permanent and temporary vacancies in the same position may be filled during the life of the panel, which will be 12 months.

### **Medical Examination**

For the purpose of satisfying requirements as to health, successful candidates, before being appointed, may be required to participate in pre-employment health screening.

### **Garda Vetting**

All successful applicants will be required to participate in Garda vetting. Specific instruction on this process will be given at the appropriate time. Applicants who do not comply with the College's requirements in this regard will be excluded from consideration for appointment.

### **Making of Applications**

Applications must be submitted in typed format. Handwritten applications will **not** be accepted. Incomplete applications will **not** be accepted.

Application forms for this post may be accessed on the Mary Immaculate College website [www.mic.ul.ie/about-mic/vacancies](http://www.mic.ul.ie/about-mic/vacancies). Please fully complete the application form and send it to [recruitment@mic.ul.ie](mailto:recruitment@mic.ul.ie) with the subject title – **Marketing Manager** - no later than:

**2pm on Thursday, 22<sup>nd</sup> August 2019.**

Late applications will not be accepted.

The College will not be responsible for any expenses, including travelling expenses, which candidates may incur in connection with their candidature.

Any attempt by a candidate either personally or through any other person on their behalf to canvass or otherwise influence the outcome of the selection/interview process in his/her favour will lead to disqualification from the competition. Any representations made on behalf of a candidate, without his/her knowledge will be ignored.

Mary Immaculate College is an equal opportunities employer.

*August 2019*