



Programme Marketing Executive Permanent, Full Time Post

GENERAL JOB SPECIFICATION Duties and Terms & Conditions of Employment

1. PREAMBLE

Mary Immaculate College 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 menu of educational programmes expand 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 fifteen undergraduate degree programmes and a wide range of postgraduate programmes up to and including doctoral level. Academic staff members engage in professional academic research activities, and research 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 & SCOPE OF THE POSITION

Mary Immaculate College wishes to appoint a suitable candidate to the position of a **Programme Marketing Executive** (EO) on a permanent, full-time basis, situated within Strategic Communications & Marketing.

Strategic Communications & Marketing (SCM) is charged with successfully marketing, and effectively communicating, the strategic priorities of MIC. The Programme Marketing Executive will be a key member of the SCM team, working within the marketing division.

The successful candidate will play an important administrative role in the successful execution of the College's various marketing strategies and in the promotion of MIC and its growing suite of programmes. They will possess a positive, goal-oriented and enthusiastic approach when interacting constructively, efficiently and effectively with staff and external bodies as needed.

Essential Qualifications, Skills & Experience:

1. (a) A third level qualification at level 6 or higher on the National Qualifications Framework, **and** a minimum of 2 years' relevant previous experience in a comparable marketing, communications or digital media setting.
or
(b) A minimum of 3 years' relevant previous experience in a comparable role in marketing or communications or digital media
2. Experience in developing suitable and engaging content for use across different mediums and for different audiences
3. Experience in the use of digital and social media for marcomm purposes with a working knowledge of digital analytic tools
4. Working knowledge of multimedia tools and video editing software
5. Excellent verbal, written and presentational communication skills with high levels of accuracy
6. Proven administrative skills with the ability to prioritise, manage and complete a variety of tasks at times of high pressure with an ability to work effectively on own initiative and to established deadlines
7. Demonstrable ability to work effectively and constructively within an established team environment and the ability to work collaboratively with a wide variety of stakeholders
8. A full driving license.

In addition is desirable that applicants will have:

1. A working knowledge of marketing and student recruitment strategies within the higher education sector
2. A competence in Gaeilge.

Cuirfear fáilte roimh iarratais ó dhaoine go bhfuil dearcadh dearfach acu i leith na Gaeilge. Applications are welcome from people who have a positive outlook to Irish.

3. JOB DESCRIPTION

Reporting Relationship

The appointee is required to carry out the duties attached to the post, under the general direction of the Marketing Manager to whom s/he reports and to whom they are responsible to 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, Programme Leaders, Graduate School Director 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.

Duties and Responsibilities

Specific responsibilities include:

- Assisting the Marketing Manager in the development and implementation of all overarching and individual programme campaigns
- Development of programme marketing materials including prospectuses, website copy, press adverts, photography, promotional videos, social media assets, and any other assets deemed necessary, both from a copy and graphic design perspective, for both traditional and new media platforms
- Writing and editing of editorial for key publications, newspaper features and digital platforms
- Working closely with the Programme Marketing team in the coordination and scheduling of digital and social media campaigns and administration of same
- Generating reports for digital marketing campaigns using data based analytic tools
- Production of Programme Marketing Newsletters including editorial content
- Assist with development of radio, print, digital and cinema postgraduate marketing campaigns including creation of media schedules and raising of purchase orders
- Event coordination of student recruitment activities such as Open Days / Taster Days and other programme information events
- Assisting with market research tasks
- Dealing effectively with potential student queries via phone, on-line and in person
- Providing campus tours to potential students and their parents as required
- Proof reading various publications as required
- Working in tandem with the Communications division to ensure maximum impact of all marcomm activities
- Ongoing development of SOP's relating to tasks undertaken as part of this post
- Staying up to date with current and evolving marcomm trends within the higher education sector
- Monitoring the success of activities undertaken, gathering the results to inform future activities through evaluation and presenting progress reports on same.
- Any other tasks as deemed relevant to ensure the continued success of all SCM's activities.

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.

4. TERMS AND CONDITIONS OF EMPLOYMENT

General

All persons employed will sign an appropriate contract, which will contain terms and conditions of the Acting appointment. 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 College, 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.

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 Administration and Finance (VPAF) 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 the VPAF. 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

This appointment is subject to satisfactory completion of the standard 6-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 reviewed through a process of assessment meetings. Termination of employment during the probationary period, for any reason or no reason, will be at the discretion of the College. The disciplinary procedure will not apply to a dismissal during probation where the probationary employee has been employed by MIC for less than 12 months.

Hours of Attendance

Full time hours are 35 hours per week.

The normal hours of duty are Monday to Thursday, 9am to 5.00pm with a 1-hour lunch break and Friday 9am to 4.45pm with a 45-minute lunch break each day. However, the duties attaching to the position are such that the post holder may be required to work

evenings/weekends on occasion to accommodate service needs. Subject to College policy, the post holder may avail of “Time-Off-In-Lieu (TOIL)” or overtime where working hours exceed 35 hours per week

Salary

The Salary scale for this position has been approved by the Department of Further and Higher Education, Research, Innovation and Science 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.

With effect from the 1st of October 2024, the annual salary scale for the grade of Executive Officer (Grossed up New Entrant) is:

€34,353, €36,544, €37,320, €39,550, €41,667, €43,566, €45,400, €47,229, €49,018, €50,831, €52,618, €54,513, €55,785, €57,597 (LSI 1), and €59,419 (LSI 2)

With effect from the 1st of October 2024, the annual salary scale for the grade of Executive Officer (Grossed up Non New Entrant) is:

€37,320, €39,550, €41,667, €43,566, €45,400, €47,229, €49,018, €50,831, €52,618, €54,513, €55,785, €57,597 (LSI 1), and €59,419 (LSI 2)

Increments are awarded in line with national pay agreements.

Salary will be paid on a monthly basis on the 25th of each month, or the previous Friday if 25th falls on a weekend, using the Paypath facility. Payment of salaries and wages are subject to statutory deductions, i.e. Income Tax (PAYE), Superannuation Contributions, Pay Related Social Insurance (PRSI) and Universal Social Charge (USC).

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. Details of the regulations concerning the Colleges of Education Pension Scheme may be obtained from the College’s Human Resources Office.

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

Appointees who commenced employment in the public service between 1st April 2004 and

31st December 2012 and have not had a break in employment of greater than 6 months will have no mandatory retirement age. All other appointees will have a mandatory retirement age of 70.

Pension Abatement

If an appointee has previously been employed in the Civil or Public Service and that appointee is entitled to or in receipt of a pension from the Civil or Public Service or where a Civil/Public Service pension comes into payment during the appointee's re-employment that pension will be subject to abatement in accordance with Section 52 of the Public Service Pensions (Single Scheme and other Provisions) Act 2012.

Please note: In applying for this position, the applicant is acknowledging that they understand that the abatement provisions, where relevant, will apply. It is not envisaged that the College will support an application for an abatement waiver in respect of appointments to this position.

Annual Leave

The annual leave entitlement for this grade is 25 working days per leave year. Current employees of MIC who hold a higher annual leave entitlement will retain the higher entitlement on appointment subject to a maximum of 30 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 relevant Line Manager.

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, details of which are available from the Human Resources Office. Employees who have a minimum 3 months continuous employment with the College may be granted sick pay subject to the terms of the Public Service Sick Leave Scheme. Sick pay is contingent on full cooperation and compliance with the Colleges absence management procedures.

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 attaches the highest regard to the safety, health and welfare of its employees. 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 any PPE (Personal Protective Equipment) that they may be 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.

College Policies, Rules and Regulations

The College is a Public Sector employer and is bound by National Agreements. It is also bound by regulations, circulars and directives issued on behalf of Government by the Department of Finance, the Department of Education, the Department of Further and Higher Education, Research, Innovation and Science and the Higher Education Authority.

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

Termination of Appointment/Employment

At least two calendar months written notice is required to resign from this appointment.

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.

5. APPLICATION AND SELECTION PROCESS

Method of Selection for Recommendation

Shortlisting

An expert group will convene to conduct shortlisting of applicants, measured against pre-determined criteria.

1. (a) A third level qualification at level 6 or higher on the National Qualifications Framework, **and** a minimum of 2 years' relevant previous experience in a comparable marketing, communications or digital media setting.
or
(b) A minimum of 3 years' relevant previous experience in a comparable role in marketing or communications or digital media
2. Experience in developing suitable and engaging content for use across different mediums and for different audiences
3. Experience in the use of digital and social media for marcomm purposes with a working knowledge of digital analytic tools
4. Working knowledge of multimedia tools and video editing software
5. A working knowledge of marketing and student recruitment strategies within the higher education sector.
6. Full Clean Driver's License

Normally the number of applications received for a position exceeds that required to fill the position. While a candidate may meet the eligibility requirements of the competition, if the numbers applying for the position are such that it would not be practical to interview everyone, the College may decide that a limited number will be called to interview. This is not to suggest that other candidates are necessarily unsuitable to undertake the job, rather that there are some candidates, based on their application, appear to be better qualified and/or have more relevant experience. It is incumbent, therefore upon 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.

The selection process may include an aptitude assessment of one or more of the essential competencies for the post.

Interview

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. A panel will be formed from which acting appointments to the position of **Programme Marketing Executive** may be filled during the life of the panel (12 months).

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

Pre-Employment Health Assessment

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

Successful applicants may 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. Applicants who have resided outside Ireland for a cumulative period of 36 months or more over the age of 18 years must furnish a Foreign Police Clearance (FPC) from the country or countries of residence. Please note that any costs incurred in this process will be borne by the applicant.

Applicants Outside European Economic Area (EEA)

Mary Immaculate College welcomes applications from candidates outside the EEA, however such applicants should familiarise themselves with relevant Government policy before making an application. Further information from the Department of Enterprise, Trade and Employment is available here: [Economic migration policy - DETE \(enterprise.gov.ie\)](https://enterprise.gov.ie)

Making of Applications

Applications must be submitted on an official application form in typed format. Handwritten or incomplete applications will not be accepted. Applications must be submitted by e-mail to recruitment@mic.ul.ie with the subject title **Programme Marketing Executive** – no later than:

2pm on Thursday, 6 March 2025

The Human Resources Office will acknowledge receipt of your application by sending an email to the email address provided. Please be sure to check Spam and Junk folders as it may be redirected here by your account preferences. If you do not receive an acknowledgement of your application form within 2 working days please contact hr@mic.ul.ie.

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.

Candidates will be short-listed on the basis of information supplied.

Mary Immaculate College holds an Athena SWAN Bronze Institution award in recognition of our commitment to advancing equality and opportunity for all in higher education.

February 2025