



Job Title: Marketing Assistant

About UCD Foundation

UCD Foundation supports University College Dublin's pursuit of world-class education, teaching, research, and innovation. The Foundation is engaged in fundraising activity for transformational, multi-year development programmes.

UCD Foundation's work in support of UCD aligns under two key strategic pillars: Fundraising and Alumni Engagement.

Role Summary

Purpose of the role

The successful candidate will support the Alumni Communications and Digital Engagement team, enhancing its content marketing and digital engagement strategy within the UCD alumni and donor community, helping to build and strengthen lifelong relationships between UCD and its alumni worldwide.

Main Responsibilities and Duties

Reporting to the Alumni Communications Senior Manager, the Marketing Assistant will:

- Write and publish blog content for UCD Alumni and UCD Foundation websites
- Create social media content for UCD Alumni and UCD Foundation social media channels, including video creation for TikTok, Instagram, and YouTube
- Monitor and log stories of notable UCD alumni in the media
- Curate and maintain the team's Content Marketing Bank
- Create and review email communications to alumni, prospects, and donors
- Contribute towards alumni social media reports and digital campaign reports
- Support the creation of the annual alumni magazine - UCD Connections - and create materials for its promotion on social media and email
- Update the alumni database (CRM) to ensure alumni communications activity is captured promptly
- Manage the alumni communications email and social media inboxes, ensuring timely responses to queries.



Person Specification

UCD Foundation seeks a self-motivated, resourceful, creative, and diligent person with first-class content creation skills to support the UCD alumni engagement and philanthropic giving digital strategy.

Education and Experience:

- A third-level qualification and relevant professional experience
- Experience of building and maintaining professional relationships, particularly in a customer service setting
- A background in alumni relations, communications, content marketing, data management, or customer service
- Computer literate – experience in Microsoft Word, Excel, and PowerPoint
- Experience with social media and website content creation
- Strong data analysis skills.

Personal characteristics/competencies:

- Excellent communication skills, both verbal and written
- Strong interpersonal skills and ability to work within a team
- Strong administration and organisation skills
- Self-motivated, enthusiastic, and driven
- Capable of problem-solving and taking the initiative
- Ability to prioritise and successfully manage several competing projects at a time while communicating frequently and concisely with managers and stakeholders
- Ability to prioritise to meet deadlines.

Desirable attributes:

- Experience of UCD internal systems
- Experience with Raiser's Edge or a similar database
- Experience with digital content creation tools, e.g. Mailchimp, Canva, WordPress, Hootsuite, Sprout Social, Premier Pro.

All applicants must have a current work permit that allows them to work in Ireland.

What You Can Expect from Us

UCD Foundation is excited to be recruiting for this role. In return for enthusiasm and a willingness to learn from your colleagues, you can expect the opportunity to develop and thrive in a positive and collaborative work environment where each team member's contribution is valued and acknowledged.

We are committed to providing you with the knowledge and experience that will equip you to carve out a career in communications, development, and not-for-profit operations, as well as transferable skills that would be attractive to future employers across every sector.



UCD Foundation employees are located in Ardmore House on the UCD Belfield campus, which is open five days a week. We currently take a hybrid approach to being on-site.

Salary and Benefits:

- Salary dependant on experience (€27,000 to €30,000)
- 21 days annual leave plus additional days (i.e. Good Friday, Christmas period)
- Opportunities for 'time in lieu' for specific volunteering days
- Generous paid sick leave entitlement
- Pension – defined contribution – 10% employer contribution, on completion of a successful 6-month probationary period
- Employee assistance programme
- Cycle-to-work scheme
- Hybrid Working. Up to two weeks remote working. Opportunity to take unpaid leave over the summer (max two weeks).
- Reduced employee rates for UCD Sports & Fitness
- International partnerships and knowledge networks (e.g. CASE membership, Charities Institute)

Additional details/ Application process

This role is a three-year contract, with the possibility of renewal and potential for future opportunities for growth as part of UCD Foundation's performance development programme.

To apply, please **submit your CV and a cover letter** outlining your relevant experience and why you are a suitable candidate for this position to Caroline Doran, Human Resources Manager, via email, caroline.doran@ucdfoundation.ie with the subject line 'Application: Marketing Assistant'

The closing date for applications for this role is Wednesday, 14 May 2025.

UCD Foundation is an equal opportunities employer that welcomes applications from any individual with the relevant skills and abilities to help make its diverse workforce more effective.

Further information on the work we do can be found on the following websites:

www.ucd.ie/alumni

www.ucdfoundation.ie

www.ucd.ie