



Ollscoil Mhá Nuad Maynooth University

Admissions & Student Recruitment Office Marketing & Social Media Executive – Undergraduate (Senior Executive Assistant) (Permanent)

The Role

Maynooth University is committed to a strategy in which the primary University goals of excellent research and scholarship and outstanding education are interlinked and equally valued.

We are seeking a creative and driven Marketing & Social Media Executive to join our vibrant Admissions and Student Recruitment Office. This exciting role focuses on boosting undergraduate applications through innovative marketing, digital content, and active participation in outreach events. You will be responsible for producing both organic and paid social media content across various platforms, helping prospective students see what makes Maynooth University a truly special place to study.

This is a hands-on role that involves working closely with the Strategic Outreach and Marketing Officer to implement effective campaigns and strategies. You'll attend both on-campus and off-campus events, capturing engaging, real-time content that reflects the vibrant academic and social life at Maynooth University. Content creation is a core part of the role, requiring strong storytelling, social media ideation, and scheduling skills. Proficiency in video content production and digital engagement strategies is essential.

A significant part of your role will include leading our team of Student Ambassadors, who support recruitment activities such as Open Days, the Unibuddy platform, campus tours, and social media takeovers. You will guide and inspire this team, ensuring all content is aligned with brand standards and current trends.

In addition to digital content creation, you will support broader student recruitment efforts by representing Maynooth University at national exhibitions, school visits, and career fairs. This is a great opportunity for someone who thrives in fast-paced environments, is highly organised, and enjoys public speaking and engaging with young audiences.

This role offers variety, creativity, and the chance to make a real impact by helping prospective students find their path at Maynooth. If you're ready to take on a rewarding challenge and help shape the future of student recruitment at one of Ireland's leading universities.



Principal Duties

Administrative and other duties:

This will include:

- Developing and implementing engaging organic and paid marketing content tailored to various digital platforms in alignment with the University's student recruitment marketing strategy.
- Collaborating with the Strategic Outreach and Marketing Officer to support Undergraduate student recruitment objectives and enhance Maynooth University's online presence.
- Capturing and producing high-quality, real-time content across campus to reflect the student experience and promote the University to prospective Undergraduate students.
- Creating compelling video content that effectively tells the Maynooth University story and resonates with prospective undergraduate audiences.
- Assisting with graphical content on Canva for the team.
- Managing and providing creative direction to the Social Media Ambassador team, ensuring alignment with brand guidelines, outreach goals, and current social media trends.
- Overseeing the administration and payment of the Student Ambassador programme.
- Managing the student ambassador team for recruitment events such as Open Days and online events.
- Monitoring social media trends and performance analytics to inform content strategy and engagement approaches.
- Representing Maynooth University at outreach and recruitment events including school presentations, career fairs, Open Days, and campus tours.
- Engaging with prospective students to promote the opportunities of studying at Maynooth University.
- Assisting with organisation of outreach activities such as Open Days and campus tours.
- Collaborating with internal teams to ensure consistency in messaging and brand representation across all platforms and events.

The ideal candidate will have:

Essential

- A relevant third-level qualification in marketing, communications, media, digital marketing, or a related field;
- Minimum of two years' experience in a marketing, communications, or digital media role, preferably in an education or youth-focused environment;
- Proven experience managing social media platforms (Instagram, TikTok, Facebook, X, LinkedIn, YouTube) for an organisation or brand, including creating content, scheduling, and engagement;
- Strong content creation skills, including copywriting, photography, video editing, and graphic design for social media and digital marketing;
- Excellent verbal and written communication skills, with the ability to adapt tone and messaging to suit different audiences;
- Strong organisational and administrative skills, with attention to detail and accuracy;
- Experience working with digital tools such as Capcut, Canva, social media management platforms, and analytics tools;
- Ability to work flexible hours, including occasional evenings and weekends, and travel to off-campus events across Ireland;
- A full, clean driving licence and access to transport for travel to schools, exhibitions, and recruitment events.



Desirable

- Experience working in a higher education environment, particularly in student recruitment, admissions, or outreach;
- Understanding of the CAO application process and the Irish second-level education system;
- Ability to analyse social media insights and campaign metrics, using tools such as Meta Insights, Google Analytics, or similar platforms to inform strategy;
- Experience using Adobe Creative Suite and CRM platforms.

Department

The Admissions and Student Recruitment Office at Maynooth University is dedicated to attracting, supporting, and guiding prospective students through every stage of their application journey—from initial enquiry to application. The office manages all undergraduate, postgraduate, and international admissions, and all EU and domestic outreach and student recruitment ensuring a high-quality, inclusive, and student-centred approach.

Our team leads the University's efforts to promote its academic offerings and vibrant student experience to a wide and diverse audience. We engage directly with schools, guidance counsellors, prospective students, through a variety of outreach initiatives, including school visits, national and international exhibitions, Open Days, virtual events, and targeted marketing campaigns.

We are responsible for managing applications through the Central Applications Office (CAO) for undergraduate programmes, as well as direct applications for postgraduate and international students. The office provides comprehensive support and guidance throughout the application process, ensuring all students receive accurate, timely, and accessible information.

Our mission is to support prospective students from Ireland and around the world in discovering all that Maynooth University has to offer, helping them make confident and informed choices about their future studies.

The University

Maynooth University is a very distinctive university, a collegial institution focused on science and engineering, humanities, and social sciences, and equally committed to research, teaching and community engagement. Located in Ireland's only university town, its distinctive features and character owe much to its unique history and heritage. It provides a high-quality educational experience to over 15,000 students on a campus with 18th century roots and 21st century dynamism.

The strategic trajectory and accomplishments of Maynooth University, in the 25 years since its establishment as an autonomous public university, are exceptional, and a source of great pride to the university community, staff, students and alumni. Maynooth University in 2024 ranked in the top 90 global Times Higher Education (THE) Young University rankings, placing 86th in the world. Maynooth University's growing global reputation is based on the originality, quality, importance and impact of its research and scholarship, commitment to teaching and learning, the quality of academic programmes, and its leadership in widening participation in higher education. The sources of success are the dedication of its staff and the energy and engagement of its students.

Maynooth University is a place of lively contrasts – a modern institution, dynamic, rapidly-growing, research-led and engaged, yet grounded in historic academic strengths and scholarly traditions. With over 15,000 students Maynooth offers a range of programmes at undergraduate, postgraduate and doctoral level in the humanities, science and engineering and social sciences, including business, law and education. The University also offers a range of international programmes and partnerships.



Maynooth's unique collegial culture fosters an interdisciplinary approach to research, which its world-class academics bring to bear in tackling some of the most fundamental challenges facing society today. The University's research institutes and centres consolidate and deliver this impact as vibrant communities of learning, discovery and creation. Research at Maynooth also is very much central to its teaching and the University prides itself on placing equal value on its research and teaching missions.

Maynooth University's Values

Our values define who we are, what we believe in and how we act as a community. They underpin our future success and guide our expectations of ourselves and each other. Our values apply to everyone in the University community:

- Integrity
- Collegiality
- Responsibility
- Freedom of expression
- Ambition

Maynooth University Strategic Plan 2023 – 2028

The University's Strategic Plan 2023 - 2028 builds on our rich academic history and strong foundations to set out an ambitious and forward-looking path for the future of our University. This roadmap underscores our commitment to adapt to a changing world while staying true to our values.

Our vision is to be a university of excellence, opportunity and impact, having a significant stake in all three.

For more information about Maynooth University's future direction, please visit: <https://strategy.maynoothuniversity.ie/>

Plean Straitéiseach Ollscoil Mhá Nuad 2023 - 2028

Tógann Plean Straitéiseach na hOllscoile 2023 - 2028 ar ár stair acadúil shaibhir agus ar ár mbunchlocha láidre chun conair uaillmhianach agus cheannródaíoch a leagadh amach do thodhchaí ár nOllscoile. Soiléiríonn an treochlár seo ár dtiomantas do dhul i dtaithe ar dhomhan atá ag síorathrú agus ár ngníomhaíochtaí a chur in oiriúint dó, agus san am céanna a bheith dílis dár luachanna Ollscoile. Is í an fhís atá againn a bheith mar ollscoil feabhais, deiseanna agus tionchair, agus lámh láidir a bheith againn i ngach ceann de na trí ghné seo.

Léigh anseo le haghaidh breis eolais faoi thodhchaí Ollscoil Mhá Nuad: <https://strategy.maynoothuniversity.ie/?lang=ga>

Selection and Appointment

- Only shortlisted candidates will be invited to attend for interview;
- Appointments will be approved by the President based on the report of the selection board;
- It is anticipated that interviews will be held during the month of August 2025;
- The appointment is expected to be effective from as soon as possible thereafter.

Equality and Diversity

Maynooth University actively works to ensure equality, celebrate the diversity of our community, and promote inclusion. To learn more about our commitment to Equality and Diversity, please read the



Maynooth University [Equality and Diversity Policy](#) / [Polasaí Comhionannais agus Éagsúlachta](#), our policy on the [Employment of People with Disabilities](#), and our [Gender Equality Action Plan 2023-2026](#). We aim to reflect the diversity of the community we serve and welcome applications from all individuals across our society.

Terms and Conditions

Tenure	This is a full-time, permanent post.
Salary	Senior Executive Assistant (2025): €46,241 – €56,265 p.a. (7 points) Appointments will be made in accordance with public sector pay provisions.
Hours of work	A 35-hour working week is in operation in respect of full-time positions (pro-rated for part-time positions). This can be reviewed or adjusted from time to time through national agreements.
Location	The place of work is the campus of Maynooth University, Maynooth, Co. Kildare.
Annual Leave	Annual leave and public holidays are provided for in the University policy: https://www.maynoothuniversity.ie/human-resources/policies/annual-leave-policy Annual leave will be allocated on a pro-rata basis for part-time and temporary positions.
University policies and schemes	Employees of the University will be subject to the terms of the University policies and schemes, available on the University website at: https://www.maynoothuniversity.ie/university-policies https://www.maynoothuniversity.ie/human-resources/policies
Pension	This is a pensionable post. Employees of the University will enter into a public sector pension scheme, and as such, applicants must ensure they are eligible to become a member of a public sector pension scheme for the duration of the appointment. Details of the public sector pension schemes are available at: https://www.maynoothuniversity.ie/human-resources/pension-information
Eligibility	Applicants should note that eligibility is determined by the Department of Enterprise, Trade and Employment. Further information regarding eligibility is available at: https://enterprise.gov.ie/en/what-we-do/workplace-and-skills/employment-permits/employment-permit-eligibility/ Non-EEA applicants are responsible for ensuring they can secure a visa to travel to Ireland. Any offer of employment is conditional on applicants securing the appropriate employment permissions. Former Irish Public Service employees - Certain Restrictions on Eligibility



	<p>Eligibility of applicants formerly employed by an Irish Public Sector body, and who availed of an Irish Public Service Redundancy or Incentivised Retirement Scheme under the Schemes below, may be affected:</p> <ul style="list-style-type: none"> • Collective Agreement: Redundancy Payments to Public Servants • Incentivised Scheme for Early Retirement (ISER) • Department of Health and Children Circular (7/2010) • Department of Environment, Community & Local Government (Circular Letter LG(P) 06/2013) <p>Applicants should ensure that they are eligible to be re-engaged in the Irish Public Service under the terms of such Schemes. Applicants should address queries with their former Irish Public Sector employer.</p>
Garda vetting	Garda vetting or clearance may be required by the University.
Medical	The University may require a medical examination as a condition of employment.

Data Protection Law

Applications to the University will be treated in accordance with the University Data Protection Policies. For information on the University's Data Protection Policies and Privacy Notice, please see our website: <https://www.maynoothuniversity.ie/data-protection>

Application Procedure

Closing Date:

23:30hrs (local Irish time) on **Friday, 25th July 2025**.

Please note all applications must be made via our **Online Recruitment Portal** at the following link:

<https://www.maynoothuniversity.ie/human-resources/vacancies>

Applications must be submitted by the closing date and time specified above. Any applications which are still in progress at the closing time on the specified closing date will be cancelled automatically by the system.

Late applications will not be accepted.

Maynooth University is an equal opportunities employer

The position is subject to the Statutes of the University

