



Ollscoil Mhá Nuad Maynooth University

International Office International Marketing Officer (Specified Purpose Contract)

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. In its current strategic plan, the University has set ambitious goals for international education.

The International Office is seeking to recruit an ambitious and dynamic professional for the role of International Marketing Officer. The primary focus of this role is developing and implementing effective international marketing and recruitment strategies, campaigns and events to attract and enroll high-quality Non-EU based students. The appointee will play a pivotal role in driving this activity to support the growth of the international student population of the University.

This position requires a strategic and creative individual with proven marketing expertise, including market research and analysis, and exceptional experience in driving sustainable growth. They will play a key role, together with colleagues and key stakeholders, to successfully grow international registrations and collaborate on initiatives which complement the University's strategic ambitions.

Reporting to the Director of International Student Recruitment and Conversion, or their nominee, the position is based in the International Office.

Principal Duties

Administrative and other duties:

This will include:

Market research and analysis

- Work with the International Student Recruitment Manager and Communications and Marketing Office to research and develop an international marketing and conversion strategy to be deployed across the attract, apply, and convert stages of the prospective international student journey.
- Monitor MU's brand and reputation internationally, incl. the University's positioning in global rankings, and suggest initiatives to improve and publicise same.



- Contribute to qualitative research to test marketing materials and gain insight into factors influencing international student decision-making.
- Contribute to quantitative research through analysis of social media engagement statistics to inform future marketing campaigns.
- Disseminate findings from above activities via reports and presentations to the International Student Recruitment Manager and IO management in a clear and concise format.

Marketing & communications

- Co-ordinate the development, planning and implementation of digital and print marketing campaigns in liaison with colleagues in the Communications and Marketing Office, academic departments, and other professional services units.
- Contribute to the design and delivery of international marketing strategies and associated campaigns across key recruitment markets, thereby increasing applications and enrolments and enhancing MU's brand amongst prospective students, agents, and partners.
- Leverage data from within the International Office, the Institutional Research Office, faculties, and departments and externally to inform and prioritise actions in postgraduate student recruitment activities. Analyse recruitment data to evaluate the effectiveness of different strategies. Identify trends and make data-driven recommendations for informing, improving and prioritising recruitment efforts.
- Develop the International Office social media channels, delivering engaging content and extending the University's reach to prospective audiences.
- In collaboration with the International Student Recruitment Manager and Communications and Marketing Office, contribute to the production of the annual prospectus and other associated digital and print publications.
- Write and proofread copy for leaflets, posters, and social media.
- Create image and video promotional materials using Canva and the Adobe suite (e.g., Photoshop, Premier Pro).
- Liaise with designers and printers to ensure brand consistency across all media.
- Arrange for the effective distribution of marketing collateral through mailshots, brochure distribution, workshops, exhibitions, and personal visits.
- Coordinate the international student ambassador programme to promote MU's international appeal.
- Working in collaboration with academic colleagues and marketing partners, develop, manage and monitor promotional digital marketing campaigns. Provide analysis on the effectiveness of said campaigns and evaluate return on investment.
- Manage the development of International Office website to improve communication and brand awareness.

Stakeholder engagement and support

- Develop and maintain excellent working relationships with the Communications and Marketing Office, the Admissions and Student Recruitment Office, as well as external advertising and creative agencies, to ensure brand consistency in international campaigns, publications, and social media.
- Contribute to the rollout of the University's new CRM system and other student facing platforms, developing effective automated communications throughout the student journey and delivering conversion campaigns.
- Assist with advocacy for international marketing activity within MU, contribute to regular updates on marketing and communications plans and activity to academic departments and other internal stakeholders, and advise them on how best to market their portfolio.
- Contribute to campaigns to promote the University across its network of global recruitment agents, ensuring they are well-versed with the University's proposition, developing appropriate communication plans to promote new programmes and manage requests for collateral.



Administrative and other duties

- Support colleagues across the International Office in all marketing activities and associated administrative, financial, monitoring and reporting processes.
- Provide updates, data and reports to senior leadership as needed.
- Provide guidance on marketing and brand to academics and recruitment colleagues, share best practices on communications and foster relationships for content creation opportunities.
- Maintain data integrity standards through effective collaboration with university services.
- Other administrative and organisational tasks as may be required from time to time by the Directors of the International Office or the Vice President International.

The role will require work outside normal office hours at various times of the year. Applicants should note that holidays may not be taken during peak times (September, January, and other times, depending on assigned duties).

The ideal candidate will have:**Essential**

- A primary degree in any discipline. A qualification in marketing, digital marketing, business management, public relations or other relevant field is desirable.
- 3+ years of administrative experience with a focus on marketing, communications and promotion, incl. creating and managing content for digital/social media channels, carrying out qualitative and quantitative market research and data analysis, supporting marketing and promotional campaigns, evaluating and disseminating results, etc.
- Excellent verbal and written communication skills. Experience delivering high quality marketing publications and proficiency and experience in digital marketing tools and analytics. Ability to tailor communication styles to various audiences, including prospective students, faculty, and all stakeholders.
- Excellent IT skills, including MS Office suite, web-editing software, creative design software, online communication tools, and information management systems.
- Proficiency in using digital marketing tools such as email marketing platforms, social media management tools, and content management systems. Implement and analyse online advertising campaigns.
- Provide excellent customer service to all stakeholders, including prospective students by enhancing the overall candidate experience during the recruitment process.
- Ability to work well autonomously and as part of a team, depending on the task at hand.
- The ability to work with confidential material in a discreet manner and maintain the highest professional standards so that the reputation of the University is enhanced.
- A flexible approach in handling a variety of tasks, occasionally outside office hours.

Desirable

- A proven track record of delivering campaigns and projects on time and on budget.
- Excellent copywriting skills, and able to produce a large volume of high-quality and compelling marketing content for multiple channels.
- Build strong and positive relationships with internally with academic departments, professional service units, and with external partners. Establish and maintain connections within the higher education community to enhance recruitment efforts.
- Excellent time management and the ability to plan and prioritise tasks and meet multiple deadlines with accuracy and attention to detail.



International Office

The International Office is responsible for international marketing and promotion, incoming and outgoing Study Abroad and Erasmus exchange programmes, non-EU international student recruitment, and provision of guidance and support pre- and post-entry to the University. The office has a commitment to high quality service to all the international applicants and students on campus, as well as support to Maynooth University students who wish to study abroad at one of our partner universities.

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 dtaithí 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;
- Candidates invited for interview will be required to make a brief presentation;
- 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 a full-time, temporary post, anticipated to be 12-24 months duration.
Salary	Administrative Officer II (2025): €45,958 – €65,154 p.a. (9 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	<p>Annual leave and public holidays are provided for in the University policy: https://www.maynoothuniversity.ie/human-resources/policies/annual-leave-policy</p> <p>Annual leave will be allocated on a pro-rata basis for part-time and temporary positions.</p>
University policies and schemes	<p>Employees of the University will be subject to the terms of the University policies and schemes, available on the University website at:</p> <p>https://www.maynoothuniversity.ie/university-policies</p> <p>https://www.maynoothuniversity.ie/human-resources/policies</p>
Pension	<p>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</p>
Eligibility	<p>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/</p> <p>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.</p> <p>Former Irish Public Service employees - Certain Restrictions on Eligibility</p> <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 **Sunday, 10th August 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

