



Ollscoil Mhá Nuad Maynooth University

Office of External Relations Marketing Officer (AOI) (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.

We are seeking to recruit a Marketing Officer who will work as a business partner to support the Admissions and Student Recruitment and International Offices. Working in the Marketing and Communications Office and reporting to the Director of Strategic Communications and Marketing initially, the appointee will develop, in coordination with the Digital Marketing Team and internal colleagues, strategies to increase the number of applicants domestically and in targeted international locations in line with the 2023-2028 Maynooth University Strategic Plan.

The Marketing Officer will be an expert in digital marketing, including content marketing and marketing automation, as well as paid PPC and social media. They will have experience delivering impactful multichannel marketing campaigns and will work collaboratively with the International Office and the Student Recruitment and Admissions Team to develop, refine and scale up digital marketing and communications, leveraging the resources of the University's central Marketing, Communications and Digital team, as well as external agencies.

Principal Duties

Administrative and other duties:

This will include:

- Working with the Marketing and Communications team and partners in the International Office as well as the Admissions and Student Recruitment Office to draft a digital marketing plan to ensure the domestic and international teams meet their digital marketing goals, and to scale up the University's marketing efforts.
- Implementing and reporting on the digital marketing strategy, identifying ways to improve it along the way.
- Ensuring that internal partners have all the branded templates, landing pages, agent tool-kits, and marketing collateral needed.



- Writing content for landing pages and other marketing materials.
- Working closely with internal partners and the Marketing Team to design, launch and oversee paid advertising campaigns.
- Managing designers and agencies to build high-impact digital marketing campaigns that drive conversions.
- Mapping the 'customer journey' of prospective students, undergraduate and postgraduate, and working with the marketing automation team (or consultant) to build relevant nurture campaigns as well as with the Digital Team to implement content marketing strategies targeting top-of-funnel lead (perspective students) generation.
- Measuring and reporting on the impact (conversions, CTR, impressions, etc) of digital marketing campaigns.
- Serving as the main point of contact and business partner within the Marketing and Communications Office, for both the Admissions and Student Recruitment Office, and the International Office.
- Serving as a team leader for the other potential Marketing Partners helping them to align their work at the faculty level with the University's high-level Admissions and International goals.

The ideal candidate will have:

Essential

- Bachelor's degree or equivalent experience;
- A minimum of five years of experience in digital marketing roles either in a marketing agency, which worked with large corporations, a company, public bodies or universities, or directly for a comparably sized University;
- One year or more of experience managing teams;
- Experience implementing data-driven digital marketing strategies to both generate and nurture leads;
- Extensive experience working with marketing automation tools such as (but not limited to) HubSpot, Marketo, Salesforce Marketing Cloud or Pardot;
- Experience working in a busy environment managing multiple customers (either internal or external);
- Experience managing digital marketing campaigns both inside and outside the EU;
- Very strong writing and editing skills (specifically writing for SEO and marketing materials);
- Social media expert (Instagram, Facebook, Twitter and ideally TikTok);
- Experience working with agencies to run (or running yourself) digital marketing campaigns on Google, Facebook/Instagram, Snapchat and TikTok;
- Content Marketing and Email Marketing Experience;
- A customer service mindset;
- Ability to work collegially with diverse teams in a multicultural environment;
- Knowledge of the higher education space.

Faculty and Research Institutes

Under the direction of the Vice-President External Affairs, the Office of External Relations manages and advances the reputation of Maynooth University nationally and internationally by engaging with the public, our graduates, and our colleagues to support the objectives of the University Strategic Plan 2023-2028.



We strive to use new and creative ways to tell the stories of Maynooth University, our academic excellence and world-class research to meet societal challenges, our diversity and inclusivity, and our inspiring students and alumni.

We oversee the University's external and internal communications activities, including:

- media and public relations
- marketing campaigns
- brand identity
- digital presence (including the University website and its social media channels)
- alumni relations
- fundraising and development activities
- Events (new)
- Partnerships and engagement

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 may be required to perform a short writing exercise or similar task;
- 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 October 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, temporary post of 3 years duration.	
Salary	Administrative Officer I (2025):	€58,634 – €83,657 p.a. (9 points)



	Appointments will be made in accordance with public sector pay provisions.
Hours of work	<p>A 35-hour working week is in operation in respect of full-time positions (pro-rated for part-time positions).</p> <p>This can be reviewed or adjusted from time to time through national agreements.</p>
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, 14th September 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

