



# Ollscoil Mhá Nuad Maynooth University

## External Relations Office Technical Marketing Officer (Administrative Officer I) (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.

The Technical Marketing Officer is responsible for the University's primary digital ecosystem, its website and content management system, and the strategic integration of the website and digital marketing tools with University systems. The Technical Marketing Officer will provide leadership in content and conversion strategy,

This role manages the technical marketing/web team and is responsible for the support of the University's web editors.

### Principal Duties

#### Administrative and other duties:

- Provide content marketing and conversion focus campaign strategy
- Lead the strategic curation and continuous optimisation of Maynooth University's primary digital ecosystem (CMS), ensuring an intuitive, accessible, and data-driven user experience to drive conversions and optimise user experiences. Including but not limited to:
  - Implementing user-centric design principles,
  - Structuring content & navigation effectively,
  - Integrating site with University and third party systems (Academic DB, Core, RIS, CRMs etc.)
  - Managing internal and external stakeholder relationships
  - Ensuring compliance with accessibility (WCAG 2.1+), SEO, and performance best practices.
  - Using analytics, A/B testing, and stakeholder feedback to optimize site and landing page architecture, navigation, and content delivery to meet the needs of prospective students and academic collaborators to enhance discoverability, engagement, and conversion rates, reinforcing the university's reputation as a research and educational leader.



- Implementing CRO strategies to optimise and drive online conversions for marketing campaigns.
- Provide MU with strategy and leadership for the web by continuously assessing and implementing cutting-edge web technologies, UX best practices, and assessing industry trends to enhance institutional communication, user engagement, and brand reputation/positioning.
- Establish good governance to ensure CMS platform remains efficient, operable, and aligned with evolving audience expectations over time. Leverage data analytics and emerging innovations to future-proof the university's web presence, ensuring alignment with local and global higher education standards and competitive benchmarks.
- End to End management of campaign site strategy & development including:
  - Managing the build landing pages for marketing campaigns
  - Setup UTMs and analytics to help track ROAS (return on advertising spend) of campaigns
  - Oversee Marketing Automation strategy, both how the tools integrate with the website, but also the “customer journey” of prospective students across the digital tools of the university (from Landing Page, to CMS, to nurture campaigns).
  - Maintain KPI dashboard for web and landing page marketing activities.
  - Responsibility for platform, ensuring platform for campaign related websites is suitable and campaign sites are well designed
- Provide User Support and oversee support team
- Manage a team of two people working with 400+ web editors across the university.
- Create and manage processes and workflows in order to provide an optimal technical and design support services for web editors and staff members across campus
- Working with the web assistant develop and deliver in-person, online and self-service training
- Seamlessly manage projects along with everyday tasks.
- Lead the strategic execution of web initiatives, ensuring seamless integration of enterprise data systems (where necessary), user-focused content strategies, and brand-aligned website redesigns based on evolving institutional needs and strategic plan goals.
- Scope and develop work specifications, manage third-party development agency
- Collaborate with cross-functional teams and departmental and external stakeholders to align digital experiences with user expectations, accessibility standards, and performance benchmarks. Utilise an iterative, data-driven approach to optimise the university's primary digital platform for usability, engagement, brand-strengthening and institutional objectives.

**The ideal candidate will have:**

**Essential**

- Degree in digital design, UX, UI, web technologies or similar
- Minimum 8 years experience managing large web properties, digital infrastructure and marketing tools in the public sector or companies of comparable size and complexity
  - Minimum 5 years experience UI/UX
  - Minimum 2 years experience systems integrations
  - Minimum 2 years experiences analytics products and conversion tracking
  - Minimum 2 years experience managing a support desk



- Excellent communication skills,
- Previous team management/leading experience,
- Great attention to detail
- Good organisational skills
- Collaborative approach to working with others
- Ability to exercise sound judgement in decision-making
- Ability to build strong relationships with colleagues and the University community

### Desirable

- Knowledge of Higher Education in Ireland.

## Office of External Relations

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)
- Other areas of engagement under development

## 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 18<sup>th</sup> century roots and 21<sup>st</sup> 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>

Our Strategic Plan sets out an ambition to be an excellent place to learn and work, and an inclusive community where students and staff can flourish and make a distinctive contribution to the national system of higher education and the public good. Achieving this requires staff to have a strong sense of connection to the University and support from colleagues. We recognise that our people are our greatest resource and actively seeks to attract, develop, and retain a talented workforce by creating a positive and welcoming University environment. As well as offering a competitive salary, access to a public



sector pension scheme, and annual leave allowance, the University also provides other facilities and benefits including, but not limited to:

- Family-friendly leave schemes
- Tax Saver travel scheme and Cycle to Work scheme
- On-campus crèche
- On-campus restaurants and coffee shops
- Employee Assistance Programme
- Health and Well-Being programmes
- Education support opportunities
- Continuous Professional Development opportunities, including leadership programmes, mentoring, Aurora programme.
- Study and Exam leave
- Sports facilities and gym

To learn more about being part of the Maynooth University team, please visit our website at <https://www.maynoothuniversity.ie/human-resources/come-work-with-us>

## 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 in December 2025.
- The appointment is expected to be effective in January 2026.

## 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](#) / [Polasáí 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

|                      |                                                                                                                                                                                                      |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Tenure</b>        | This is a full-time, permanent post.                                                                                                                                                                 |
| <b>Salary</b>        | Administrative Officer I (2025): €59,220 – €84,494 p.a. (9 points)<br><br>Appointments will be made in accordance with public sector pay provisions.                                                 |
| <b>Hours of work</b> | A 35-hour working week is in operation in respect of full-time positions (pro-rated for part-time positions).<br><br>This can be reviewed or adjusted from time to time through national agreements. |
| <b>Location</b>      | The place of work is the campus of Maynooth University, Maynooth, Co. Kildare.                                                                                                                       |



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| <b>Annual Leave</b>                    | <p>Annual leave and public holidays are provided for in the University policy: <a href="https://www.maynoothuniversity.ie/human-resources/policies/annual-leave-policy">https://www.maynoothuniversity.ie/human-resources/policies/annual-leave-policy</a></p> <p>Annual leave will be allocated on a pro-rata basis for part-time and temporary positions.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>University policies and schemes</b> | <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><a href="https://www.maynoothuniversity.ie/university-policies">https://www.maynoothuniversity.ie/university-policies</a></p> <p><a href="https://www.maynoothuniversity.ie/human-resources/policies">https://www.maynoothuniversity.ie/human-resources/policies</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Pension</b>                         | <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: <a href="https://www.maynoothuniversity.ie/human-resources/pension-information">https://www.maynoothuniversity.ie/human-resources/pension-information</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Eligibility</b>                     | <p>Applications from non-EEA citizens are welcomed. Applicants should note that eligibility is determined by the Department of Enterprise, Trade and Employment. Further information regarding eligibility is available at: <a href="https://enterprise.gov.ie/en/what-we-do/workplace-and-skills/employment-permits/employment-permit-eligibility/">https://enterprise.gov.ie/en/what-we-do/workplace-and-skills/employment-permits/employment-permit-eligibility/</a></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><b>Former Irish Public Service employees - Certain Restrictions on Eligibility</b></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"> <li>• Collective Agreement: Redundancy Payments to Public Servants</li> <li>• Incentivised Scheme for Early Retirement (ISER)</li> <li>• Department of Health and Children Circular (7/2010)</li> <li>• Department of Environment, Community &amp; Local Government (Circular Letter LG(P) 06/2013)</li> </ul> <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> |
| <b>Garda vetting</b>                   | Garda vetting or clearance may be required by the University.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Medical</b>                         | 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 **Wednesday, 19<sup>th</sup> of November 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**

