



Ollscoil Mhá Nuad Maynooth University

Office of External Relations Head of Communications (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 an experienced Head of Communications with a strong track record in media/public relations to enhance the reputation of Maynooth University during a time of exciting change, growth and innovation. The role includes the management of external and internal communications, media relations, and strategic message development and implementation across myriad audiences, stakeholders and vehicles.

The post will report to the Director of Strategic Communications and Marketing and work closely and collegially within the Communications, Marketing, and Digital team, as well as with colleagues from Development, Alumni Relations teams, and the rest of the University community.

Principal Duties

This will include:

- Managing and driving the University's communications strategy with external and internal audiences.
- Serving as line manager to two direct reports; a Communications Officer and a Communications Assistant.
- Identifying new and creative avenues to enhance the reputation of Maynooth University and deliver upon objectives in the University Strategic Plan 2023-2028.
- Responsible for overseeing and delivering the overall communications strategy of the University.
- Serving as primary media relations contact; with flexibility to support occasional after-hours work as deadlines/enquiries/crises demand.
- Managing the relationship with the University's PR agency.



- Working with departments and units across the University to mine for story ideas, preparing and coaching academics for media appearances as necessary.
- Primary responsibility for writing and editing compelling stories of university successes in education, research and other engagements, including associated press releases, feature stories and related content.
- Writing and editing a variety of materials for use internally and externally, from articles in our alumni magazine and our Spotlight on Research series to brochures, newsletters/e-zine, marketing materials, digital copy and internal communications materials.
- Working with the Digital Team to coordinate the creation and dissemination of story packages, identifying appropriate collateral (digital video, photos, infographics etc.) to tell stories effectively in traditional and digital media.
- Working with the Development and Alumni Relations team to create and support alumni-focused written content where possible.
- Arranging media interviews; organising press opportunities associated with a variety of MU events; writing speaking/briefing notes for major university events as necessary.
- Liaising with Government and community representatives on a wide variety of public affairs activities and events.
- Overseeing the development of a new, comprehensive internal communications strategy and calendar of activities.
- Managing a system of tracking and reporting on media placements, appearances and other annual KPIs, as agreed with the Director Strategic Communications and Marketing.
- Conducting all business in a confidential and professional manner.
- Undertaking other duties, commensurate with the grade of the post, that may be assigned.

The ideal candidate will have:

Essential

- Third level qualification in a relevant area.
- At least five years of experience in media/public relations and/or journalism, with a demonstrated understanding of the press and current trends (digital in particular).
- Demonstrable level of comfort with, and ability to lead, an innovative communications strategy that encompasses both traditional and digital forms of media and message dissemination.
- Superior writing and editing skills, with the ability to write many different types of documents, and with a particular expertise in journalism-style writing (news and features).
- Ability to write for and communicate with different audiences.
- Strong media contacts with Irish media and preferably experience with international media.
- On-the-record experience in serving as a spokesperson to the media.
- Experience leading or working on press events
- Experience writing and editing digital content, with meticulous attention to detail;
- Team-oriented; strong interpersonal communications skills with a proven ability to build and maintain working relationships.
- Understanding and interest in an academic environment, with an ability to judge environmental impacts and responses.
- Experience advising and coaching on media interviewing skills.
- Ability to translate complex research material for wider public appeal.
- Ability to work well and lead a team under pressure and working to deadlines.
- Experience managing staff.
- Forward-thinking, with an ability to think creatively about new avenues through which the University can promote its endeavours.

Desirable

- Knowledge or experience working in or with the third-level sector



- Knowledge of the Irish public affairs/government landscape
- Understanding of internal communications trends and needs within a higher education environment.

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)
- 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 uailmhianach agus cheannródaíoch a leagadh amach do thodhchaí ár nOllscoile. Soiléiríonn an treochlár seo ár dtiomantas do dhul i dtáthí 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 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 September 2025;
- The appointment is expected to be effective 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, on a specified purpose basis (temporary replacement cover) anticipated to be 6 months in duration, and may be extended.
Salary	Senior Administration IV (2025): €70,034 - €111,202 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). Flexibility is required, on occasion, to support deadlines, enquiries and crises. 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	<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, 07th 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

