



Ollscoil Mhá Nuad Maynooth University

Development & Alumni Relations Office Communications Officer (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 to appoint an experienced Communications Officer to manage and coordinate communications for our [Development and Alumni Office \(DARO\)](#) and [Maynooth University Foundation \(MU Foundation\)](#). The Communications Officer will work with all relevant staff to support the development of communication strategies, and implement proactive print and digital communication plans that serve the University's strategic interests and objectives for alumni engagement and philanthropy. In addition, the Communications Officer will play a fundamental role in stakeholder engagement for the office.

The post holder will report to the Alumni Engagement Manager and work closely and collegially across the DARO team, the Office of External Relations, and colleagues throughout the University. The post holder will play a vital role in a growing and ambitious team.

Principal Duties

The principal duties attached to the post will include, but are not limited to:

- Support strategic planning, coordinate, implement and evaluate communications for digital and offline campaigns, and stakeholder engagement programmes and initiatives for DARO and MU Foundation.
- Ensure an effective online presence for DARO and the MU Foundation: devise and manage digital marketing and communications strategies that expand the reach and impact of our work.
- Contribute to strategic discussions on stakeholder engagement across the team.
- Create, prepare, and deliver communications materials and content across a range of online and print channels and in close cooperation with relevant colleagues and/or the Director.
- Write and develop content for the alumni magazine, e-newsletter, press releases and other items for print and web; create and manage digital video content for social media and



campaigns; liaise with graphic design and other agencies to create engaging content to reach and interact with alumni and supporters.

- Support the development of a content and deployment strategy for alumni profiles, stories and marketing materials that supports DARO and broader university objectives, working with colleagues across departments to maximise their use and impact.
- Assist in the development and implementation of communications policies and workflows for DARO and the MU Foundation.
- Support the management of budget and resources for the communications function, ensuring that communications projects are delivered to agreed deadlines, to a high standard and measured against clear KPIs. This includes working alongside external agencies and suppliers, where appropriate.
- Assist in driving a data-informed and evidence-based culture of testing and reporting within the Office. Compile reports on projects and campaigns, assessing performance against measurable objectives and targets and, where appropriate, make recommendations for future work.
- Organise communications coordination and planning meetings.
- Keep up to date with and upskill on the latest trends and best practices in communications, marketing, fundraising, analytics, and measurement.
- Undertaking such duties, commensurate with the grade, as may reasonably be assigned from time to time by the Director.

The ideal candidate will have:

Essential experience and skills:

- A third level qualification in a related discipline.
- A minimum of 3 years' experience working in communications or similar environment.
- Demonstrated experience in planning and delivering digital and offline communications plans and campaigns.
- Strong creative communications and writing abilities and the ability to produce highly engaging copy and content.
- Proven ability to coordinate and manage projects across teams using collaborative and partnership approaches.
- Ability to work independently and effectively manage time in a fast-paced environment with competing priorities.
- Excellent IT skills, including Content Management Systems, email marketing and social media tools, and a willingness to learn and adopt new technologies to improve the work of the role and office.
- Ability to undertake accurate analysis of relevant analytics, produce concise summaries and act as required.
- An understanding and interest in the strategic purpose of communications in engaging university stakeholders.
- Experience and/or demonstrable understanding of the Higher Education sector and the role of alumni engagement and development within a university context.

Desirable experience and skills:

- Ability and experience in using design programmes and video editing software.
- Knowledge of the Higher Education sector or fundraising.
- Knowledge of Office 365.
- Knowledge of Salesforce or an equivalent CRM.



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
- Other areas of engagement under development

Development and Alumni Relations at Maynooth University

The Development and Alumni Relations Office serves as a hub for activity and engagement with alumni and philanthropic supporters of Maynooth University. The office is responsible for connecting with and serving our 95,000+ alumni around the world through any number of events, programmes, publications and social media channels, and for raising philanthropic funds to support the Maynooth University Foundation. The Office is in growth mode and this appointment represents a commitment to the University's strategic approach to alumni engagement and philanthropy.

The Office is progressing an enhanced programme of activities and employing an increased level of sophistication in its approach to alumni relations and fundraising to better serve and engage with a loyal alumni network.

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 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;
- Candidates invited for interview may be required to submit a writing sample they have produced;
- Appointments will be approved by the President based on the report of the selection board;
- It is anticipated that interviews will be held late September or early October 2025;
- The appointment is expected to be effective from 3 November 2025 or 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 permanent post.
Salary	Administrative Officer II (2025): €46,418 – €65,806 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 **Tuesday, 09th 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

