



Job Title: Marketing and Industry Liaison Officer	Reports to: Head of Limerick Campus
Location: Griffith College Limerick Campus	Job Type: Full-Time, Permanent

Job Summary:

Griffith College, Ireland’s largest private third level College seeks to recruit a motivated, dynamic Marketing and Industry Liaison Officer for their Limerick Campus.

This role is an excellent opportunity for someone looking for increased responsibility and the opportunity to excel in a higher education institution. They will gain exposure to a wide range of marketing and business development activity and will have the opportunity to grow their careers within the organization.

Over time, it is expected that this role will grow to include additional responsibilities to better encompass the elements of the role outlined under ‘Secondary Duties and Responsibilities’.

Duties and Responsibilities:

The role will comprise – but will not be limited to – the following roles, responsibilities and activities:

Marketing, Promotion and Sales (academic, professional and vocational programmes).

- Recruiting viable national student numbers onto all programmes – full-time, part-time, blended and online – across all disciplines and NFQ Levels.
- Preparing a marketing strategy and budget in advance of the student intake periods.
- Developing a promotion campaign based on the marketing strategies.
- Preparing, designing and implementing advertising and social media placements.
- Following-up on all enquiries within 24 hours.
- Developing medium to long-term strategies to promote the campus and foster brand identity.
- Creating links with and visiting secondary schools to promote undergraduate full-time programmes.

Identifying & Developing Business Leads / Create Business Links (corporate sector).

- Establishing in-house and off-site training and education opportunities with corporate clients for existing part-time professional, vocational and short courses.
- Organizing bespoke education and training as required by corporate clients (a mix of existing subjects and / or new subjects).
- Identifying room rental opportunities
- Growing contact lists and establishing a corporate database.
- Establishing company partnerships.
- Arranging training needs analyses with corporate clients, as required
- Establishing links with key groups (e.g. Skillnets, Education Training Boards, Midwest Skills Forum, Enterprise Boards and Government Agencies).



Duties and Responsibilities – Continued

Identifying and arranging in-company opportunities for students

- Organizing work experience / internships
- Forming programme-specific in-company assessments where required.
- Arranging employment opportunities for graduates.

Performing Market Research

- Monitoring and Identifying market trends across the campus' product portfolio.
- Monitoring the relevance and salability of existing products
- Identifying alternative product developments
- Providing appropriate details to academic staff for the design and development of new and existing courses to meet industry needs.

Other

- Arranging industry experts to deliver guest lectures to students
- Arranging industry experts to assist in new course development. I.E Utilize corporate expertise / knowledge / needs in new programme identification and design.
- Attending relevant fairs, seminars and conferences.

Minimum Requirements for the Position

- A primary undergraduate degree in business, marketing or related discipline.
- A minimum of one year's experience in areas related to sales and marketing.
- Excellent organisational, interpersonal, verbal and written communication skills together with the ability to deliver presentations to a high standard.
- Proficiency in the Microsoft Office Suite of office productivity software and related platforms.
- Dynamic self-starter with ability to work independently with minimum supervision
- Possession of a car and full driving license. Must be eligible to drive in Ireland.

About Griffith College

Established in 1974, Griffith College is Ireland's largest independent 3rd level institution with locations in Dublin, Cork and Limerick. The main campus is situated on seven acres within a mile of St. Stephen's Green on Dublin's South Circular Road. Griffith College enjoys national and a growing international reputation for student success. The College has gained an enviable, award winning reputation for providing students with first class lectures and excellent study material. Griffith College offers internationally recognized postgraduate and undergraduate degree programmes, complimented by a wide range of professional, short term and corporate training educational solutions - in Griffith college, there is something for everyone. Today there are over 7,000 students studying in the College, which is a designated educational institute of the Quality and Qualifications Ireland (QQI). Click the link for more information. <http://www.griffith.ie/>



Why work for Griffith College?

- Competitive salary.
- Training and Development opportunities.
- Free parking facilities.
- Subsidised on-site restaurants.
- Hybrid-working opportunities.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline of proposed areas of activity and will be amended in the light of the changing environment within the Faculty and the College.

Griffith College is an equal opportunities employer. Appointment to this role is subject to the candidate's eligibility to work full time in Ireland. We thank everyone for their applications, however, only candidates selected for interview will be contacted.