



<b>Job Title:</b> <b>Marketing Executive</b>	<b>Reports to:</b> <b>Head of Marketing</b>
<b>Location:</b> Dublin South	<b>Job Type:</b> Permanent, Full Time

**Job Summary:**

Griffith College, Ireland's largest private third level college, seeks to recruit a motivated, dynamic marketing executive for their marketing admissions team.

This role is an excellent opportunity for someone looking for increased responsibility and the opportunity to excel in a busy marketing department where they will gain exposure to a wide range of marketing and sales activity.

Reporting to the head of marketing, the successful candidate will have individual responsibility for student numbers in specified departments, but will also contribute to the overall sales and marketing objectives of the College.

They will be required to develop and implement a comprehensive marketing plan to drive awareness and applications, with activity to cover both online and offline channels.

**Job Responsibilities:**

- The creation and implementation of faculty specific marketing strategies in close collaboration with faculty heads and line managers, to drive awareness, profile and interest in the faculty's suite of courses
- Achievement and surpassing, where possible, of faculty specific recruitment targets
- Utilisation of College database for full sales cycle – from enquiry to registered student
- Content generation for CRM, blog and web pages for specific faculties, working closely with the College's digital marketing team
- Liaising with the College's PR executive to develop and grow faculty specific coverage in local and national media
- Adherence to shift work schedule during intake periods
- Specific project responsibilities
- Management of and attendance at:
  - Open days
  - External exhibitions
  - Occasional weekend and evening work
  - Any other reasonable duties assigned by your line manager
- Any other duties that fall within the employee's capabilities



### **Minimum Education/ Experience Requirements:**

- Strong communication, sales and interpersonal skills
- Minimum 1 – 2 years' experience in a marketing or sales role
- Good working knowledge of online and offline marketing including digital marketing, social media, events, PR and advertising
- Relevant academic or professional qualification in business or marketing is desirable
- Previous experience of using a CRM system is desirable
- Experience of Photoshop and InDesign beneficial
- Must be legally entitled to work full time in Ireland for any employer.

### **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 recognised 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?**

- Stunning historical premises on 7 acres of land.
- Competitive salary.
- Training and Development opportunities.
- Free parking facilities.

*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. Candidates must be eligible to work full-time for any employer in Ireland. We thank everyone for their applications, however, only candidates selected for interview will be contacted.*