



GRIFFITH COLLEGE

Job Title: Social Media and PR Executive	Reporting to: Digital Marketing Manager
Location: Griffith College, Dublin	Job Type: Full time Permanent (subject to 6 month probation)

Job Summary:

The role sits within the College’s Digital Marketing Team and provides support across all four campuses. The Social Media, Content and PR Executive manages all social media channels, using paid and organic campaigns to drive interest in Griffith College courses and to provide an engaging audience experience.

The successful candidate will be required to optimise the College’s social media presence. This will be achieved through analysing trends, monitoring competitor activity and emergent social platforms, and ensuring paid campaigns deliver effectively.

The Social Media, Content and PR Executive works with departments and faculties to promote their courses. They are the lead person on in-house and external publicity, working with our PR consultant, liaising with national, regional and local media. They are the primary point person for any publicity photography and photoshoots on campus.

The role also involves developing website content, working with the College’s Web Content Executive.

The successful candidate must have excellent digital and communication skills, particularly written skills. A strong team player, they must have the ability to multi-task and work to very tight deadlines with different audiences.

Job Responsibilities:

Social:

- Developing engaging content and overseeing all organic and paid posts on platforms such as LinkedIn, Facebook, Twitter, TikTok and Instagram via daily updating of an agreed content calendar.
- Ownership and planning of budgets for paid social advertising campaigns.
- Overseeing the College’s main social media platforms.
- Developing and implementing the College’s social media strategy.
- Improving policies and processes to ensure social media activity meets the highest standards.
- Ensuring social media aligns with the College’s calendar of activities and key intake dates.
- Auditing and analysing the College’s social media presence to maximise effectiveness.

Content:

- Assisting with day to day copywriting of content across Griffith.ie.
- Project managing freelance bloggers/copywriters.
- Updating Griffith.ie with news item and event content.
- Overseeing all photography and imagery used on social media and the website.



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- Planning, creating and implementing conversion-focused content for the website and CRM marketing.

PR:

- Driving and identifying opportunities for national, local and regional PR.
- Celebrating achievements internally and externally.
- Identifying PR opportunities for the College and its faculties, and monitoring coverage of same.
- Oversee native content campaigns.
- Ensuring online press releases assist with SEO and link building goals for Griffith.ie
- Working closely with the College's PR agency/consultant.
- Any other commensurate duties that fall within the employee's capabilities.
- Must be legally entitled to work full time in Ireland for any employer.

Structure of the Role:

Approximately 80% of the role will focus on social media and content. The remaining 20% of the successful candidate's time will be spent on PR activity. Please note this may vary depending on the time of year and on particular projects that may arise.

Minimum Education/ Experience Requirements:

- A degree in marketing, communications or journalism is desirable.
- Facebook Blueprint certification or similar qualification is desirable.
- Strong knowledge of the main social media platforms.
- Experience of running paid social media campaigns.
- Excellent written communication skills.
- Ability to generate PR and newsworthy content.
- Strong understanding of social and digital marketing.

About Griffith College

Established in 1974, Griffith College is Ireland's largest independent third 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/>

Our Vision

'Empowering learners to achieve their career and life potential'



GRIFFITH COLLEGE

Why work for Griffith College?

- Competitive salary package.
- Funding support for continued professional and academic development.
- Bike to work scheme.
- Tax saver travel scheme.
- Paid annual leave and public holidays.
- Opportunity for continued training development and support.
- Free parking facilities.*
- Onsite subsidised restaurant.*
- Stunning historical premises.
- Vibrant multidisciplinary and multicultural learning environment.
- Innovative and agile place to work.
- Welcoming environment committed to learner and staff development.
- **Dublin campus on South Circular Road.*

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