



GRIFFITH COLLEGE

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| <i>Job Title:</i><br>Marketing Executive | <i>Reports to:</i><br>Marketing & Business Development Manager & Deputy Head of Campus |
| <i>Location:</i> Griffith College Cork   | <i>Job Type:</i> Permanent, Full Time<br>Subject to probation.                         |

**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.
- Overseeing the admissions process for their faculties' courses.
- Utilisation of College database for full sales cycle - inputting and tracking leads from the Marketing module through to the Student module (enquiry to registered student).
- Managing Leaving Certificate Revision Workshops.
- Managing the College's relationships with secondary schools in the Cork/ Munster area – conducting school visits, attending career fairs and organising CPD events for Guidance Counsellors.
- Achievement and surpassing, where possible, of faculty specific recruitment targets.
- Content generation for CRM, blog and web pages for specific faculties, working closely with the College's digital marketing team.
- 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.



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

- Minimum 1 – 2 years' experience in a marketing or sales role.
- Strong communication, sales and interpersonal skills.
- Possession of a car and full driving licence. Must be eligible to drive in Ireland.
- 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.
- Strong organisational skills and attention to detail.
- Experience of Photoshop and InDesign beneficial.
- Valid Garda vetting (post appointment).
- Self-starter with ability to work independently with minimum supervision.
- Previous experience of using a CRM system is desirable.
- 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/>

### **Our Vision**

'Empowering learners to achieve their career and life potential'

### **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.



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- *\*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 for interview will be contacted.*