



Post Specification

Post Title:	Full Time Global Officer – The Lir / Global Relations Office
Post Status:	Three year contract
Department/Faculty:	Office of the Vice-President for Global Relations
Location:	The Lir Theatre/ East Theatre
Reports to:	Global Officer Coordinator and Marketing Manager of the National Academy of Dramatic Art
Salary:	This appointment will be made on the Administrative Officer 3 scale at a point in line with current Government pay policy
Closing Date:	12 noon on Wednesday, 25 th June 2014

The successful candidate will be expected to commence in post as soon as possible.

Post Summary

Trinity College Dublin has a long tradition of welcoming students from around the world. In line with the University's Global Relations Strategy, the College is continuing to expand its activities in this regard to strengthen and develop its position as a leading provider of international education in an increasingly competitive environment.

The Global Officer post is shared on a 50/50 basis between the Lir Academy and the Office of the Vice-President for Global Relations.

In The Lir Academy, the Global Officer will embed internationalisation, fund-raising and alumni relations development within the organisational culture. S/he will facilitate the interactions between all aspects of the Office of the Vice-President for Global Relations and the Academy with the target of assisting the Academy with the recruitment of high-calibre non-EU students, as well as assisting the Fund-raising and Alumni divisions. S/he will report to the Global Officer Coordinator and to the Director's nominee, the Marketing Manager of The Lir.

In the Office of the Vice-President for Global Relations, the Global Officer will work within the structures of the Internationalisation Division to recruit high calibre non-EU students to the range of undergraduate and post-graduate programmes offered by Trinity. This aspect of the role will include a variety of market development and student recruitment activities, with an initial focus on North America, including attendance at education fairs and school visits, and representing Trinity at relevant events.

With excellent communication and customer focus, the successful candidate will manage enquiries from prospective international students, their parents and their advisers, as well as representatives, regarding studying at Trinity College Dublin and moving to / living in Ireland.

Overall, the position is ideally suited to an individual who wishes to pursue a career in international education promotion and student recruitment. It will involve regular solo travel at key points in the student recruitment cycle. As much of the travel may be unaccompanied, this



appointee must be proactive with high levels of drive and self-motivation. Candidates should have excellent knowledge of international education and have an awareness of the opportunities and challenges associated with marketing education in Ireland. The post holder is expected to be flexible in practice, a team player, and willing to commit to working within a rapidly changing office environment.

Key Relationships and Contacts

The Global Officer will act as an important interface between the University and prospective international students, college counsellors, study abroad organisations overseas and other key contacts within and outside of Ireland. The post holder will liaise with some of the following individuals and organisations:

Within Trinity:

- The Director and Marketing Manager of The Lir Academy
- The Vice-President for Global Relations and other members of the Global Relations team
- The Director, who has overall responsibility for the management of the Internationalisation Division
- Academic colleagues in Schools and Departments across the University
- Trinity Foundation and Alumni Development Office.
- Relevant colleagues in the Academic Registry, including undergraduate and graduate Admissions and Fees
- The Accommodation Office

Outside Trinity College:

- Prospective students
- Universities and Colleges in existing and developing markets for Trinity
- Parents, school counselors, other advisors
- Government agencies and other offices dealing with Global Relations and International Affairs in Ireland and elsewhere
- Education consultants and other relevant organisations.

Principal Duties of the Post

For The Lir:

- Coordinate the Academy's international networking and support the development of its own global strategy.
- Raise awareness of the importance of these issues amongst staff and students.
- Recruit and market with a particular view to attracting non-EU students.
- (one year (MFA courses), three year (Bachelor in Acting degree) and two year (Professional Diploma in Stage Management and Technical Theatre and the four week Acting and Irish Theatre course.
- Meet and greet prospective students visiting TCD. Organise tours and meetings with Global Relations Team and relevant academic staff. Follow up on such visits.
- Liaise with international secondary schools and colleges re the range of courses on offer.



- Facilitate meetings between academics and country advisors to support international recruitment with a view to attracting non-EU students.
- Assist overseas marketing strategy to include updated brochures, website pages, social media etc.
- Engage with non-EU students to monitor their experience in The Lir/Trinity and recruit ambassadors to give testimonials to promote the marketing of The Lir/Trinity in their home country.
- Provide information and support recruitment visits by academics.
- Work closely with colleagues in the Internationalisation Team to ensure that activities are coordinated, there is a consistency of message, that activities are of comparable quality, and that key relationships are captured in a central client management system.
- Work closely with the relevant staff e.g. Director, Administrator, Venue Manager, Director of Technical Training and teachers.

Advancement (fund-raising) & Alumni Relations

- Support The Lir and relevant fundraisers with all elements of building and delivering the philanthropic strategies (follow up after meetings, organise events etc.).
- Capture key information as requested by the Director ensuring Trinity Foundation is fully aware of key developments and opportunities and vice versa.
- Assist the Director, Marketing Manager and Trinity Foundation to raise awareness of the importance of developing alumni relations amongst staff and current students.
- Support Trinity Foundation in the tracking of the Academy's alumni.
- Support the academics' engagement with alumni and students, organising alumni and student events using social media, scripting e-zines and other engagement programmes

For the Office of the Vice-President for Global Relations:

- Represent Trinity at education conferences and promotional fairs; and ensure post-travel follow-up with colleagues, contacts and prospective students.
- Develop strategies to achieve challenging recruitment targets
- Track and monitor progress against targets on an ongoing basis and review operational plans, taking into account international trends and other relevant factors.
- Provide management information, market intelligence and other reports as appropriate for colleagues within the University, and liaise with Faculties and Schools with a view to how best to promote their courses.
- Network with international universities and colleges to facilitate relationships with partner institutions;
- Provide written reports on overseas travel including recommendations and evaluations within a reasonable time frame.
- Deliver presentations at various universities / colleges, as well as prospective students.
- Liaise with organisations/agencies at home and internationally with respect to the promotion of Trinity.
- Assist with the production of promotional literature and input via the International Marketing team to the Global Relations webpage.
- Host visitors to Trinity from relevant international universities and colleges, as well as parents and students.



- Support other Regional Officers in the team where necessary and undertake such other duties as may be required from time to time by the Vice-President for Global Relations.
- The post will involve travel overseas.

Person Specification

The job holder will be expected to have the following knowledge and experience:

Qualifications (Desirable)

- A third level or higher qualification, ideally in Marketing or in the field of Performing Arts.

Knowledge & Experience (Essential)

- Candidates should have at least 3 years proven experience of working within higher education and preferably in student administration, communication and promotions, or student recruitment.
- 3-5 years proven marketing experience including preparation and execution of marketing plans, dealing with customers, managing stakeholder relationships, reaching agreed sales targets, setting budgets, establishing and maintaining stakeholder databases, conducting marketing research and evaluating marketing campaigns.
- Excellent interpersonal, networking and communication skills and the ability to act as an ambassador for the University, as well as possessing a cultural awareness and sensitivity in interacting with people from different cultures and education and arts backgrounds.
- Demonstrate knowledge and understanding of the Irish Higher Education System. Knowledge and experience of other education systems, and the ability to recognise and interpret qualifications from a variety of different countries. would be advantageous
- Proven experience of working within an arts environment, preferably theatre.
- Understanding of the key motivators for arts and education courses uptake globally.
- Experience of developing/managing websites and their content and of developing and/or implementing a social-media strategy.
- Candidates must have a driving license which will allow them to apply for an international driving licence.

Desirable:

- Previous experience as an international student or experience leading to an understanding of the needs of international students would be advantageous.
- IT Skills: Possess excellent IT skills and display evidence of a high level of competency in Microsoft Office, in particular Word, Excel, Powerpoint and Microsoft Outlook.
- Written Communication: literate with excellent written communication experience, specifically in producing reports, documentation and publicity/recruitment material.
- Organisational: Excellent organisational and project management skills and experience together with the ability to work on a number of projects simultaneously. The ability to prioritize tasks and meet deadlines with minimal supervision whilst maintaining high levels of accuracy coupled with attention to detail is also essential
- Experience of working both in a team but with demonstrable ability to work under their own initiative.
- A high level of initiative, strong motivation and a well developed capacity for self-direction.



- Can operate flexibly within a busy work environment; can shift focus when required; lends a hand beyond normal work hours when a need arises; is dynamic, outgoing and practical.
- Can identify a problem and propose a solution.

Application Requirement

In order to assist the selection process, candidates should submit a CV including the names and contact details of three referees (preferably with their email addresses) along with 1 x A4 page that addresses the following screening questions. Candidates who do not specifically respond to these screening questions will not be included in the shortlisting process.

As required above, candidates should have marketing experience, and should address this experience in their application as follows:

1. Provide an account of how you have planned and developed a marketing campaign within an agreed timeframe and within budget.
2. Detail your experience of the Higher Education sector in Ireland and in other countries, and how you remain up-to-date on developments in the sector.

N.B. Short-listed candidates will be asked to undertake a presentation.

Informal Enquiries may be addressed to the Global Officer Coordinator by e-mail to erdoyle@tcd.ie

Summary Information: Information relating to the Global Relations Strategy and the team is available from <http://www.tcd.ie/globalrelations>

Trinity College Dublin

Founded in 1592, Trinity is at the nexus of tradition and innovation, offering undergraduate and postgraduate programmes across 24 schools and three faculties: arts, humanities, and social sciences; engineering, maths and science; and health sciences. Spread across 47 acres in Dublin's city centre, Trinity's 17,000-strong student body comes from all 32 counties of Ireland, and 16% of students come from outside the country. Of those, 40% are from outside the European Union, making Trinity's campus cosmopolitan and bustling, with a focus on diversity.

As Ireland's leading university, the pursuit of academic excellence through research and scholarship is at the heart of the Trinity education. Trinity is known for intellectual rigour, excellence, interdisciplinarity, and research-led teaching. Home to Nobel prize-winners such as scientist Ernest Walton and writer Samuel Beckett, Trinity draws visitors from across the world to its historic campus each year, including to the Book of Kells and Science Gallery which capture the university's connection to both old and new.

Trinity accounts for one-fifth of all spin-out companies from Irish higher education institutions, helping to turn Ireland into an innovation-intensive, high-productivity economy. That culture of innovation and entrepreneurship is a defining characteristic of our campus as we help shape the next generation of job creators.



Trinity has developed significant strength in a broad range of research areas, including the 19 broadly based multi-disciplinary thematic research areas.



Ireland's first purpose-built nanoscience research institute, CRANN, houses 150 scientists, technicians and graduate students in specialised laboratory facilities. Meanwhile, the state-of-the-art Biomedical Sciences Institute is carrying out breakthrough research in areas such as immunology, cancer and medical devices.

The Old Library, which houses the Long Room, in Trinity is the largest research library in Ireland, with a collection of six million printed items, 500,000 maps, 80,000 electronic journals, and 350,000 electronic books. Some of the world's most famous scholars are graduates of Trinity, including writer Jonathan Swift, dramatist Oscar Wilde, philosopher George Berkeley, and political philosopher, and political theorist Edmund Burke. Three Trinity graduates have become Presidents of Ireland - Douglas Hyde, Mary Robinson and Mary McAleese. Trinity is the highest ranked university in Ireland, and among the world's leading higher education institutions.

The Selection Process in Trinity

- The Selection Committee (Interview Panel) will include members of the Administrative and Academic community together with an External Assessor who is an expert in the area.
- Applications will be acknowledged by email. If you do not have confirmation of receipt within 1 day of submitting your application online, please get in touch with us immediately and prior to the closing date/time.



- Given the degree of co-ordination and planning to have a Selection Committee available on the specified date, the College regrets that it may not be in a position to offer alternate selection dates. Where candidates are unavailable, reserves may be drawn from a shortlist.
- Outcomes of interviews are notified in writing to candidates and are issued **no later than 5 working days** following the selection day.
- In some instances the Selection Committee **may** avail of telephone or video conferencing.
- The College's selection methods may consist of any or all of the following:
 - Interviews
 - Presentations
 - Psychometric Testing
 - References
 - Situational Exercises
- It is the policy of the College to conduct pre-employment medical screening/full pre-employment medicals.
- Information supplied by candidates in their application (Cover Letter and CV) will be used to shortlist for interview.

Equal Opportunities Policy

Trinity College Dublin is an equal opportunities employer and is committed to the employment policies, procedures and practices which do not discriminate on grounds such as gender, civil status, family status, age, disability, race, religious belief, sexual orientation or membership of the travelling community.

Pension Entitlements

This is a pensionable position and the provisions of the Public Service Superannuation (Miscellaneous Provisions) Act 2004 will apply in relation to retirement age for pension purposes. Details of the relevant Pension Scheme will be provided to the successful applicant.

Applicants should note that they will be required to complete a Pre-Employment Declaration to confirm whether or not they have previously availed of an Irish Public Service Scheme of incentivised early retirement or enhanced redundancy payment. Applicants will also be required to declare any entitlements to a Public Service pension benefit (in payment or preserved) from any other Irish Public Service employment.

Applicants formerly employed by the Irish Public Service that may previously have availed of an Irish Public Service Scheme of Incentivised early retirement or enhanced redundancy payment should ensure that they are not precluded from re-engagement in the Irish Public Service under the terms of such Schemes. Such queries should be directed to an applicant's former Irish Public Service Employer in the first instance.



Application Procedure

APPLICATION PROCEDURE

Candidates **must address the specific requirements** as outlined in this job description with a full CV to include the names and contact details of 3 referees (email addresses if possible) **through e-recruitment:**

APPLICATIONS WILL BE ACCEPTED ONLY VIA E-RECRUITMENT (<https://jobs.tcd.ie/>)

If you have any further queries, please see the contact details below:

Ms. Joanne Smith, Recruitment Officer, Human Resources, House No. 4, Trinity College, Dublin 2,
Ireland

e-mail: smithj3@tcd.ie Tel: +353-1-896-1749