



Post Specification (Comp: 033710)

Post Title:	Media and Communications Officer for Trinity Sport
Post Status:	Specific Purpose Contract (approximately 2 years) - FT 10 months (Sept to June)
Department/Faculty:	Trinity Sport, Corporate Services Division (CSD), Trinity College Dublin, the University of Dublin
Location:	Primarily on campus based in the Sports Centre and campus facilities of Trinity College Dublin, the University of Dublin, College Green, Dublin 2, Ireland. Will be required from time to time in at other sports facilities
Reports to:	Head of Sport & Recreation
Salary:	Appointment will be made on the Administrative Officer 2 salary scale at a point in line with government policy [€48153 to €56,581 per annum]
Hours of Work:	37 hours - Monday to Sunday, flexible, covering evenings and weekends as required
Closing Date:	12 Noon (Irish Standard Time), 26 th March 2019

The successful applicant will be expected to take up post as soon as possible. Please note that Garda Vetting will be sought in respect of individuals who come under consideration for a post

Post Summary

Trinity College Dublin is home to some of the oldest sports clubs in the world and has a huge depth of sporting activities and programmes which reach national and international audiences. Trinity Sport has emerged from its current strategy for sport having achieved streamlined the various media and communication channels, and with a greatly enhanced identity and profile amongst internal and external stakeholders.

The Media and Communications Officer will be responsible for ensuring that the strategic objectives linked specifically to profile, performance and participation are realised by ensuring that a regular, consistent, and positive message is portrayed to the targeted audiences of Trinity College and Trinity Sport. This is also an important engagement position that will underpin the relationship with current and potential students of the University, stakeholders and sponsors involved in sport, along with managing press and media relationships internally and externally.

The recently completed Strategy for Sport highlighted 'profile' as one of the key enablers that will drive its delivery and goals. This has been achieved thus far through a mix of communications, media and promotional objectives, all highlighting the impact of sport at varying levels across the University.

The two key objectives of increasing and widening participation and improving the offer and achievement of performance sport are both heavily reliant on the ability to achieve an enhanced profile.

Improved regular and professional publications focussing on ensuring more people are aware of the opportunities to participate in organised and casual sport. These publications are a mix of digital and print and require a media and communications officer with a high level of experience of organising specific content and plans over a short to long term period.

In addition to this, the role will contribute significantly to the delivery of the performance sport area which is currently expanding. For athletes and high performance teams currently

within the structure, the Media and Communications Officer will play a role in keeping in touch with individuals ensuring that they are appropriately trained, and also that press and other exposure opportunities are maximised.

Externally, the ability to project the level of support available to high performance athletes and associated packages is of vital importance to ensure that opportunities to attract high calibre sporting students to the University is achieved. These athletes will contribute not only on a sporting basis, but to the headline achievements via world, commonwealth, and Olympic Games representation. The Media and Communications Officer is a vital part of ensuring this exposure takes both in terms of future recruitment, and for current impact for the University and its wider objectives.

The Officer will also manage and coordinate with important stakeholders. This will include the Ambassador programme which exists of key sporting personalities who will represent Trinity Sport on various platforms and require the Officer to be engaged in high profile events and activities associated with the Ambassadors. The Officer will also manage sponsor relationships, most notably the Bank of Ireland, as this partnership has developed, there is a greater need to evidence investment and deliverables from a media perspective this will mean regular monitoring and managing of Trinity Sport BOI activities to ensure messaging and branding campaigns are measured appropriately.

Trinity Sport's programmes, events, teams, athletes and staff are in constant focus of the University's community and externally within the City and Nationwide. Liaison with relevant press and communications contacts is important in maintaining this process. Due to the sheer volume of sport related content, it is vital that someone with experience in journalism and press engagement is in the position on a dedicated basis. This ensures all the above areas are appropriately planned, delivered, and monitored, and that relevant internal departments are be kept full up to date with relevant news and events.

Further Information

Informal enquiries about this post should be made to Michelle Tanner

michelle.tanner@tcd.ie 01 896 2243

Standard Duties and Responsibilities of the Post

Key Responsibilities will include;

- Manage the day-to-day internal and external communications of Trinity Sport, delivering the agreed goals set out in the sport communications plan or as required by the University.
- Ensure that a strong on-brand message is monitored and delivered for Trinity Sport and the University at all times, including impactful and fit-for-purpose publications, web site, social media and merchandise.
- Co-ordinate media and public affairs activities to promote Trinity Sport, and the key strategic outcomes as set out in the agreed work plan and that are aligned to the University strategy.
- Manage the monitoring of media and current affairs developments, across a wide range of media and ensure that relevant colleagues and other University communications teams are up to date.
- Prepare regular content and articles on relevant Trinity Sport areas for internal and external communications.
- Manage the publication and promotion of Trinity Sport materials, including design and printing.
- Ensure that the Trinity Sport communication outputs are of a high standard, respond to the needs of the target audience, and are delivered within agreed budget and timelines.
- Build on existing and develop new relationships with media, key decision makers, member organisations and others.
- Provide line-management, supervision, support and advice to staff within the communications team

- Provide advice to management, team members on communications matters and organise and co-chair regular communications and marketing update meetings within the team.
- Monitor and manage all Trinity Sport Bank of Ireland (BOI) sponsor activities, messaging and branding campaigns. This will involve being the central point for collating and recording any activity that Trinity Sport deliver or engage with as part of the BOI relationship.
- Manage and coordinate the Trinity Sport Ambassador programme, specifically ensuring the agreements and content, event appearances and other parts of ambassador support are fulfilled.
- To liaise with other university student services and departments to offer advice and assistance on communications matters when appropriate
- Undertake other duties as may be reasonably required from time to time.

Funding Information

Funding is from income generation sources of the department

Person Specification

Qualifications

- Degree in relevant discipline essential
- Master's Degree or higher in communications/journalism desirable

Knowledge & Experience (Essential & Desirable)

- Five years' experience in a communications, marketing or journalist role essential
- Experience of representing an organisation to the public or/and media essential
- A keen and active interest in sport and physical activity and an understanding of multiple sports essential
- Experience in project management with a proven track record of delivering on objectives desirable

- Experience of developing and implementing media, advocacy or marketing campaigns desirable
- Knowledge and understanding of University environments, in particular third level Sport, desirable

Skills & Competencies

- Excellent written and verbal communication and presentation skills
- Attention to detail and strong organisational skills
- Ability to work calmly under pressure and within a dynamic enthusiastic team
- Excellent interpersonal and networking skills
- A visionary and inspiring story teller/content creator
- Ability to manage a complex workload and work to tight deadlines
- Excellent management, advisory and leadership skills
- Standard office ICT skills, including social media.

Application Information

In order to assist the selection process, applicants should submit a Curriculum Vitae and a Cover Letter (1x A4 page) that specifically address the following points in their application.

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1. Candidates must have at least five years' experience in a communications, marketing or journalist role. Applicants should clearly address this experience and how they obtained their knowledge in their application.
2. An understanding of the operations of multi-functioning University setting. The applicant should give examples of their involvement in sports communications and media and what the applicant learned from the process.
3. Illustrate, through past example, their ability to work on their own initiative and resolve problems.

Please Note:

- Applicants who do not address the application requirements above in their cover letter will not be considered at the short list stage.
- Applicants should note that the interview process for this appointment may include the delivery of a presentation and may include a test of practical skills.

Snapshot of the AREA

Trinity Sport is responsible for development of sport at the University through the provision of top class sport facilities, support services and programmes that encourage active participation in sport and recreation by students, staff, graduates and University communities.

The Sports facilities and programmes in Trinity attract over 70% usage by the student population and a range of other groups, such as Staff, Graduates, Public and community groups. The excellent facilities are complimented by a motivated and talented team who run a number of sports activities and programmes. The Strategy for Sport points to greater efficiencies,

growth in developments, demands for facilities and services and there is a clear need to respond to the increasing demands and strategic requirements. Moreover, the prevailing economic conditions require greater focus on value for money, income generation, project facility development and financial and business planning.

Further Information for Applicants

URL Link to Area	www.tcd.ie/sport
URL Link to Human Resources	https://www.tcd.ie/hr/

GARDA CLEARANCE:

Police vetting will be sought in respect of individuals who come under consideration for a post.

PLEASE NOTE: Applicants will be required to complete and return a Garda Vetting form should they come under consideration for appointment. In some cases they may be requested to complete the form on the day of interview. This form will be forwarded to An Garda Síochána (Irish Police) for security checks on all Irish addresses at which they have resided. An Garda Síochána will make enquiries with the Police Service of Northern Ireland with respect to addresses in Northern Ireland. If an applicant is not successful in obtaining the post for whatever reason, this information will be destroyed. If an applicant, therefore, subsequently comes under consideration for another position, they will be required to supply this information again.

While applicants must complete information in relation to all addresses at which they have resided, the vetting is only done on addresses on the island of Ireland.

If an applicant has resided / studied in countries outside of Ireland for a period of 6 months or more, it is mandatory for them to furnish a Police Criminal Records Check/ Police Certificate from those countries stating that they have no convictions recorded against them while

residing there. Applicants will need to provide a separate Police Criminal Records Check/ Police Certificate for each country in which they have resided. The Police Criminal Records Check/ Police Certificate must be dated after the date the applicant left the relevant country. Applicants should provide documentation in the English and/or Irish language. Translations must be provided by a registered translation company/institute in the Republic of Ireland; all costs will be borne by the applicant. Only original version documents will be accepted.

Applicants should be aware that any information obtained in the Garda Vetting process can be made available to the employing area.

It is the responsibility of the applicant to seek security clearances in a timely fashion as they can take some time. No applicant will be appointed without this information being provided and being in order.

The following websites may be of assistance in this regard:

www.disclosurescotland.co.uk

www.psni.police.uk

This website provides information on obtaining a national police clearance certificate for Australia

www.afp.gov.au

This website provides information on obtaining police clearance in New Zealand.

www.courts.govt.nz

For other countries not listed above applicants may find it helpful to contact the relevant embassies who could provide information on seeking Police Clearance. Original Police Clearance documentation should be forwarded to Human Resources where it will be copied and the original returned to the applicant by post. **Any cost incurred in this process will be borne by the Applicant.**

Trinity College Dublin, the University of Dublin

Trinity is Ireland's premier university, with a proud tradition of excellence stretching back to its foundation in 1592. The oldest university in Ireland, and one of the oldest in Europe, today Trinity sits at the intersection of the past and the future, and is ideally positioned as a major university in the European Union. Our 47-acre campus is located in the heart of Dublin city centre and is home to historic buildings dating from the University's establishment, as well as some of the most cutting-edge teaching and research facilities in Ireland. Students at Trinity benefit from a unique educational experience across a range of disciplines in our three faculties – Arts, Humanities, and Social Sciences; Engineering, Mathematics and Science; and Health Sciences. The pursuit of excellence through research and scholarship is at the heart of a Trinity education, and our researchers have an outstanding publication record and strong record of grant success.

Trinity has developed [18 broad-based multidisciplinary research themes](#) that cut across disciplines and facilitate world-leading research and collaboration within the University and with colleagues around the world. These internationally recognised themes include such diverse areas as Cancer, Immunology, Telecoms, Identities in Transformation, Nanoscience, Neuroscience, and Making Ireland. Researchers from across the University work together in innovative ways to develop new and exciting approaches to their research and explore the frontiers of knowledge in the 21st century. In creating these dedicated research themes, Trinity's researchers are able to become a more powerful force on the global stage, successfully competing for large-scale grants and attracting top students and faculty to the University. Trinity is home to Ireland's first purpose-built Nanoscience research institute, CRANN, which opened in January 2008. This state-of-the-art facility houses 150 scientists, technicians, and graduate students in specialised laboratories, fostering creative innovations that have seen Trinity's researchers make significant breakthroughs.

The Trinity Long Room Hub for Arts and Humanities Research Institute is the University's flagship institute for research in the Arts and Humanities, providing a world-class environment for cross-disciplinary collaborative projects. The Long Room Hub provides a central location through which the University's internationally respected Arts and Humanities research can become more visible, demonstrating its relevance for contemporary and future societies.

Researchers from across the University regularly participate in debates on topical issues facing the world today. As well as operating an International Visiting Research Fellowship programme, the Long Room Hub also hosts major EU-funded Digital Humanities projects.

One of the most instantly recognised parts of Trinity's campus is the famous Old Library, home to the historic Book of Kells as well as other internationally significant holdings in manuscripts, maps, and early printed material. Trinity's Library is the largest research library in Ireland and is an invaluable resource to Trinity's students and research community. Built up over the four centuries of the University's existence, the Library's collections have benefitted from its status as a Legal Deposit library for the past 200 years, granting Trinity the right to claim a copy of every book published in Ireland and the UK. At present, the Library's holdings span approximately 4.25 million books, 22,000 printed periodical titles, and access to 60,000 e-journals and 250,000 e-books.

Trinity attracts top students from Ireland and abroad and prides itself on the consistently high standard of student admitted to the University every year. These students are drawn to Trinity for the excellence of our research-led teaching and for the quality and prestige a degree from this University confers. Trinity has also pioneered accessibility to education in Ireland, becoming the first university in the country to reserve 15% of its undergraduate places for students from non-traditional learning groups. Trinity is the top-ranked European university for student entrepreneurship and Europe's only representative in the world's top-50 universities.

Our alumni have gone on to shape the history of Ireland and of Western Europe in a wide range of fields. These include such notable figures as Jonathan Swift, Oscar Wilde, William Rowan Hamilton, Edmund Burke, William Stokes, Denis Burkitt, Louise Richardson, Lenny Abrahamson, and Anne Enright. Three of Trinity's graduates have been awarded Nobel prizes: Ernest Walton for Physics in 1951; Samuel Beckett for Literature in 1968; and William Campbell for Physiology / Medicine in 2015. Trinity also counts the first female President of Ireland among its alumni in Mary Robinson, as well as other notable former Presidents Douglas Hyde and Mary McAleese. At Trinity we are justifiably proud of our tradition, and we strive to uphold this excellence as we face the demands of the 21st century.

Ranking Facts

Trinity is the top ranked university in Ireland. Using the QS methodology, the University is ranked 104th in the world and using the Times Higher Education World University Rankings methodology Trinity is 117th in the world.



Overall

- Trinity is Ireland's No.1 University in the QS World University Ranking, THE World University Ranking and the Academic Ranking of World Universities (Shanghai).
- Trinity is ranked 104th in the World, and 36th in Europe, in the 2018/2019 QS World University Ranking.
- Trinity is ranked in the Top 120 for Graduate Employability in the QS 2018 Rankings.
- Trinity is in the Top 50 most innovative universities in Europe according to Reuters.¹
- Between 2010 and 2015, Trinity was ranked the top university in Europe for entrepreneurship according to Pitchbook's independent analysis.²

¹ <http://www.reuters.com/article/us-innovative-stories-europe-idUSKCN0Z00CT>

² <http://pitchbook.com/news/reports/2015-2016-pitchbook-universities-report>

Internationalisation

- Trinity is ranked 52nd in the world in the THE World University Ranking for international outlook.

Research Performance

- Of the 981 institutions included in the THE World University Rankings for 2017, Trinity is in the top 15% internationally for research performance.
- Trinity is ranked in the top 15% internationally by QS for citations.

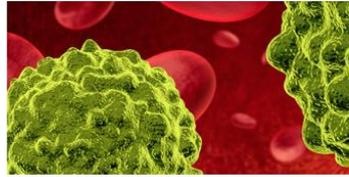
In the QS World University Subject Rankings:

- Trinity is ranked in the top 50 worldwide in four subject areas according to the QS World University Subject Rankings 2018. The University is ranked in the top 100 globally for 20 subjects overall.
- Trinity's Top 50 subjects include Nursing (25th), Classics (28th), English (28th) and Politics (43rd).
- Trinity is ranked in the top 100 for each of the following 16 subjects: History, Languages, Philosophy, Theology, Computer Science, Biology, Medicine, Pharmacy, Chemistry, Geography, Materials Science, Education, Law, Social Policy, Sociology and Sport.
- The University is ranked in the top 100 for three broad subject areas: Arts & Humanities (57th), Life Sciences & Medicine (87th), and Engineering & Technology (89th).

Research Themes



Ageing



Cancer



Creative Arts Practice



Creative Technologies



Digital Engagement



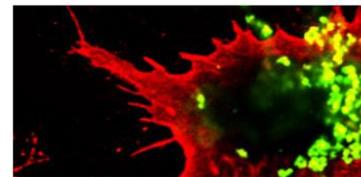
Digital Humanities



Genes & Society



Identities in Transformation



Immunology, Inflammation & Infection



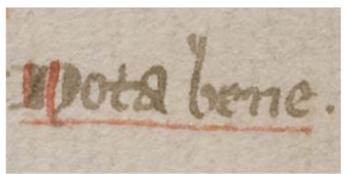
International Development



International Integration



Making Ireland



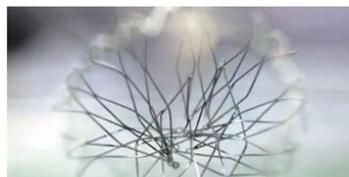
Manuscript, Book and Print Cultures



Nanoscience



Neuroscience



Telecommunications



Smart Sustainable Planet



Next Generation Medical Devices

The Selection Process in Trinity

The Selection Committee (Interview Panel) may include members of the Academic and Administrative community together with External Assessor(s) who are expert in the area. Applications will be acknowledged by email. If you do not receive confirmation of receipt within 1 day of submitting your application online, please contact the named Recruitment Partner on the job specification 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 University 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 University's selection methods may consist of any or all of the following: Interviews, Presentations, Psychometric Testing, References and Situational Exercises.

It is the policy of the University 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.

Applications from non-EEA citizens are welcomed. However, eligibility is determined by the Department of Jobs, Enterprise and Innovation and further information on the Highly Skills Eligible Occupations List is set out in Schedule 3 of the Regulations

<https://www.djei.ie/en/What-We-Do/Jobs-Workplace-and-Skills/Employment-Permits/Employment-Permit-Eligibility/Highly-Skilled-Eligible-Occupations-List/> and the

Ineligible Categories of Employment are set out in Schedule 4 of the Regulations

<https://www.djei.ie/en/What-We-Do/Jobs-Workplace-and-Skills/Employment-Permits/Employment-Permit-Eligibility/Ineligible-Categories-of-Employment/>. Non-EEA

candidates should note that the onus is on them to secure a visa to travel to Ireland prior to interview. Non-EEA candidates should also be aware that even if successful at interview, an appointment to the post is contingent on the securing of an employment permit.

Equal Opportunities Policy

Trinity is an equal opportunities employer and is committed to 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. On that basis we encourage and welcome talented people from all backgrounds to join our staff community. Trinity's Diversity Statement can be viewed in full at <https://www.tcd.ie/diversity-inclusion/diversity-statement>.

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

Applicants should submit a full Curriculum Vitae to include the names and contact details of 3 referees (including email addresses), together with a cover letter (1x A4 page) that specifically addresses the application procedure set out above.

APPLICATIONS WILL ONLY BE ACCEPTED BY E-RECRUITMENT:

<http://jobs.tcd.ie>

If you have any application queries, please contact:

Recruitment

Human Resources, House No. 4,
Trinity College Dublin, the University of Dublin

Tel: +353 1 896 3333

Email: recruit@tcd.ie



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