



Job Description

College/Management Unit	UCD College of Science
School/Unit	UCD School of Computer Science - CeADAR: National Centre for Applied Artificial Intelligence
Research Title:	Digital Marketing and Communications Lead
Research Project:	Centre for Applied Artificial Intelligence (CeADAR)
Post Duration:	Specified Purpose post (Est. circa 11mths – initially)
Reports to	The Centre Director
HR Reference No.	015531
HR Administrator	Nicole Johnston

Position Summary

Applications are invited for the position of “**Digital Marketing and Communications Lead**” in the Centre for Applied Artificial Intelligence (CeADAR). CeADAR is part funded by Enterprise Ireland and the IDA and is the national centre for applied artificial intelligence and the designated European Digital Innovation Hub for AI in Ireland. Its market-focussed agenda is developed in conjunction with its strong membership base of 90 MNCs and SMEs. See www.ceadar.ie for further details.

CeADAR is seeking a self-driven individual with a start-up mentality who has ten years’ work experience in digital content marketing, communications and events management.

The successful applicant will have a relevant sales, marketing and communications qualification and experience in delivering social media and content marketing campaigns to SMEs, an interest in emerging technologies and positive can do attitude.

The CeADAR centre undertakes applied and translational research across a broad spectrum of AI and works in close cooperation with the industry members of the Centre. The applied research work at CeADAR covers many areas including earth observation, natural language processing, real-time analytics, machine learning, prediction, explainable AI, Blockchain, and cybersecurity.

This is a unique and exciting opportunity to join a team transforming businesses and organisations in Ireland through the adoption of applied AI, Machine Learning and Data Analytics.

Fixed Salary: €60,000 per annum

Principal Duties and Responsibilities

- Assist the Centre Director in the development and management of a communications strategy, monitoring and reporting on its delivery, KPIs of the CEADAR and other projects.
- Devise, implement and evaluate communications plans/strategies/campaigns for CEADAR and other projects to ensure the greatest reach.
- Develop strategic content for the university’s digital and social media channels
- Create, presentations, facts sheets, FAQs, Brochures and supporting communication for CEADAR and initiatives.
- Oversee event management for CEADAR
- Develop CeADAR website to ensure clear communication of new services and funding streams.
- Write/Edit CEADAR training content to be used across CeADAR website, email marketing and social channels.

- Work with web development agency or other freelancers and suppliers on content and functionality projects
- Undertake any other duties as assigned by the Centre Director.

Selection Criteria

Selection criteria outline the qualifications, skills, knowledge and/or experience that the successful candidate would need to demonstrate for successful discharge of the responsibilities of the post. Applications will be assessed on the basis of how well candidates satisfy these criteria.

Mandatory

- 3rd level qualification in Marketing, Sales, Journalism, or related field.
- Minimum of 10 years' work experience in a marketing and communications role.
- Event Management and B2B marketing experience.
- Professional familiarity with social media sites, online marketing and monitoring tool.
- Excellent copy writing and editing skills.
- Demonstrable competency in leading the development of B2B websites.
- Knowledge of tracking, analytics and reporting tools including Google Analytics
- Experience working in an AI, Data Analytics and Machine Learning Research Centre
- Knowledge of AI, Data Analytics and Machine Learning in a Business Environment
- Entrepreneurial, enthusiastic, driven and well organised
- Candidates must demonstrate an awareness of equality, diversity and inclusion agenda.

Desirable

- Postgraduate qualification in digital marketing, Sales or related communications field
- Experience working with advertising agencies, freelance developers, designers.
- Experience with UCD Connect Systems

Further Information for Candidates

About CeADAR

CeADAR is funded by Enterprise Ireland and IDA under its Technology Centres programme and is led and driven by a consortium of companies from the data analytics and machine intelligence industry, both national and international. CeADAR brings together applied researchers and developers in data analytics and machine intelligence to address challenges in areas identified by SMEs and MNCs operating in Ireland.

Supplementary information

The University:	http://www.ucd.ie/aboutucd.htm
The School of Computer Science	http://www.csi.ucd.ie/
Enterprise Ireland Technology Centres:	http://www.enterprise-ireland.com/en/Research-Innovation/Companies/Collaborate-with-companies-research-institutes/Technology-Centres.html

Relocation Expenses

- Will not apply

Garda Vetting Required

- No.

Informal Enquiries ONLY to:

Name:	Edward McDonnell
Title:	Centre Director
Email address:	edward.mcdonnell@ucd.ie
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<i>Eligibility to compete and certain restrictions on eligibility</i>	
Incentivised Scheme for Early Retirement (ISER):	It is a condition of the Incentivised Scheme for Early Retirement (ISER) as set out in Department of Finance Circular 12/09 that retirees, under that Scheme, are debarred from applying for another position in the same employment or the same sector. Therefore, such retirees may not apply for this position
Department of Health and Children Circular (7/2010):	The Department of Health Circular 7/2010 dated 1 November 2010 introduced a Targeted Voluntary Early Retirement (VER) Scheme and Voluntary Redundancy Schemes (VRS). It is a condition of the VER scheme that persons availing of the scheme will not be eligible for re-employment in the public health sector or in the wider public service or in a body wholly or mainly funded from public moneys. The same prohibition on re-employment applies under the VRS, except that the prohibition is for a period of 7 years, after which time any re-employment will require the approval of the Minister for Public Expenditure and Reform. People who availed of either of these schemes are not eligible to complete in this competition.
Collective Agreement - Redundancy Payments to Public Servants:	The Department of Public Expenditure and Reform letter dated 28th June 2012 to Personnel Officers introduced, with effect from 1st June 2012, a Collective Agreement which had been reached between the Department of Public Expenditure and Reform and the Public Services Committee of the ICTU in relation to ex-gratia Redundancy Payments to Public Servants. It is a condition of the Collective Agreement that persons availing of the agreement will not be eligible for re-employment in the public service by any public service body (as defined by the Financial Emergency Measures in the Public Interest Acts 2009 – 2011) for a period of 2 years from termination of the employment. Thereafter the consent of the Minister for Public Expenditure and Reform will be required prior to re-employment. People who availed of this scheme and who may be successful in this competition will have to prove their eligibility (expiry of period of non-eligibility) and the Minister's consent will have to be secured prior to employment by any public service body.
Declaration:	Applicants will be required to sign a Pre-Employment Declaration to confirm whether they have previously availed of a public service scheme of incentivised early retirement and/or the collective agreement outlined above. The above represents the main schemes and agreements restricting a candidate's right to be re-employed in the public service. However it is not intended to be an exhaustive list and candidates should declare details of any other exit mechanism they have availed of which restricts their right to be re-employed in the public service. Applicants will also be required to declare any entitlements to a Public Service pension benefit (in payment or preserved) from any other Public Service employment and/or where they have received a payment-in-lieu in respect of service in any Public Service employment.
Superannuation and Retirement:	The successful candidate will be offered the appropriate superannuation terms and conditions as prevailing in the University, at the time of being offered an appointment. In general, and except for candidates who have worked in a pensionable (non-single scheme terms) public service job in the 26 weeks prior to appointment (see paragraph d below),

this means being offered an appointment based on membership of the Single Public Service Pension Scheme (“Single Scheme”).

Key provisions attaching to membership of the Single Scheme are as follows:

a. Pensionable Age - The minimum age at which pension is payable is 66 in line with State Pension age changes.

b. Retirement Age - Scheme members must retire at the age of 70.

c. Pension Abatement:

- If the appointee was previously employed in the Civil Service or in the Public Service please note that the Public Service Pensions (Single Scheme and Other Provisions) Act 2012 includes a provision which extends abatement of pension for all Civil and Public Servants who are re-employed where a Public Service pension is in payment. This provision to apply abatement across the wider public service came into effect on 1 November 2012. This may have pension implications for any person appointed to this position who is currently in receipt of a Civil or Public Service pension or has a preserved Civil or Public Service pension which will come into payment during his/her employment in this position.

- Department of Education and Skills Early Retirement Scheme for Teachers Circular 102/2007

The Department of Education and Skills introduced an Early Retirement Scheme for Teachers. It is a condition of the Early Retirement Scheme that with the exception of the situations set out in paragraphs 10.2 and 10.3 of the relevant circular documentation, and with those exceptions only, if a teacher accepts early retirement under Strands 1, 2 or 3 of this scheme and is subsequently employed in any capacity in any area of the public sector, payment of pension to that person under the scheme will immediately cease. Pension payments will, however, be resumed on the ceasing of such employment or on the person’s 60th birthday, whichever is the later, but on resumption, the pension will be based on the person’s actual reckonable service as a teacher (i.e. the added years previously granted will not be taken into account in the calculation of the pension payment).

- Ill-Health-Retirement

Please note that where an individual has retired from a Civil/Public Service body on the grounds of ill-health his/her pension from that employment may be subject to review in accordance with the rules of ill-health retirement within the pension scheme of that employment.

d. Prior Public Servant - While the default pension terms, as set out in the preceding paragraphs, consist of Single Scheme membership, this may not apply to certain appointees. Full details of the conditions governing whether or not a public servant is a Single Scheme member are given in the Public Service Pensions (Single Scheme and other Provisions) Act 2012. However the key exception case (in the context of this competition and generally) is that a successful candidate who has worked in a pensionable (non-single scheme terms) capacity in the public service within 26 weeks of taking up appointment, would in general not become a member of the Single Scheme. In this case such a candidate would instead be offered membership of the UCD Pension Scheme. This would mean that the abatement provisions at (c) above would apply, and in addition there are implications in respect of pension accrual as outlined below:

e. Pension Accrual - A 40-year limit on total service that can be counted towards pension where a person has been a member of more than one existing public service pension scheme would apply. This 40-year limit, which is provided for in the Public Service Pensions (Single Scheme and other Provisions) Act 2012 came into effect on 28 July 2012. This may have implications for any appointee who has acquired pension rights in a previous public service employment.

f. Pension-Related Deduction - This appointment is subject to the pension-related deduction in accordance with the Financial Emergency Measure in the Public Interest Act 2009.

For further information in relation to the Single Public Service Pension Scheme for Public Servants please see the following website: <http://www.per.gov.ie/pensions>.