



### Post Specification (Comp: 033006)

<b>Post Title:</b>	Science Gallery Marketing and Communications Manager
<b>Post Status:</b>	3-year fixed-term contract
<b>Department/Faculty:</b>	Science Gallery
<b>Location:</b>	Science Gallery, Naughton Institute, Main Campus, Trinity College, Dublin 2
<b>Reports to:</b>	Director, Science Gallery
<b>Salary:</b>	This appointment will be made on the Administrative II salary scale [€47,676 - €56,021] at a point in line with current Government pay policy.
<b>Hours of Work:</b>	37 Hours per week.
<b>Closing Date:</b>	12 Noon (GMT) Wednesday 30th May 2018

### Post Summary

Science Gallery at Trinity College Dublin is looking to appoint a visionary, talented, creative and experienced Marketing and Communications Manager to attract, engage, inspire and develop an audience expected to exceed 350,000 per annum.

As the Marketing and Communications Manager, you will work primarily on the development and implementation of all marketing and communications activity for Science Gallery Dublin, with a particular emphasis on deepening digital engagement and innovation. Science Gallery is a communications-led organisation with a high level of marketing, content development and social media skills and activity distributed throughout the team. Therefore, you will act as the project manager for marketing-led projects, enlisting the expertise and building dynamic

project-focused teams around you as required, but also on a support basis on other projects where you, will, in turn act as a consulting expert.

You will report to the Director of Science Gallery and work closely with the Operations Manager, Programme Manager, Educational Manager, Technical Manager and Development team. This position plays a key role in creating organisational alignment across audience development and engagement objectives, it brings together the activities of the institution, ensuring that they are communicated with the Science Gallery voice and within the brand guidelines. You will work directly with communications, marketing and fundraising teams at Trinity College Dublin. You will also form a strong relationship and collaborate regularly with Science Gallery International, the organisation established in 2012 with the goal of establishing a network of Science Gallery nodes worldwide.

You will have a proven track record in youth communications, a contemporary interpretation of marketing and branding, with particular emphasis on the potential of digital to transform audience engagement, as well as a fearless appetite for experimentation, a hacker spirit, an ability to promote advocacy, and both strong local and international networks. You will have extensive management experience, working within organisations that require flexibility and an understanding of the culture of the organisation as a whole. You may have gained this in a cultural or non-profit setting, but may also have worked in a commercial environment. You will have a knowledge of the public affairs environment, as well as a demonstrated ability to support internal communications initiatives.

**Principal Responsibilities:**

- Managing all promotional activity and communications channels
- Plan and manage all institutional, programme-related and commercial promotional activity to attract new visitors (both online and offline), event-goers and sponsors, across all channels, including social media, advertising, email, web, digital signage, printed collateral, direct mail, third party partnerships and visibility materials
- Providing inspirational leadership in audience engagement on and offline

- Work with the wider Science Gallery Dublin and International teams to develop new and innovative ways to engage general and specialist audiences, both on and offline, in the gallery space and beyond, with particular emphasis on digital
- Provide creative, planning and implementation expertise for online engagement
- Oversee relationship-building activity with all key audience, community, supporter and peer groups
- Plan and manage all interaction with these key groups, leading them towards deeper engagement, and improve their experience at every possible opportunity
- Devising, producing and scheduling distribution of youth-focused promotional and documentary content
- Devise and oversee the Science Gallery Dublin promotional and documentary content strategy and plan, create, commission and produce written and visual promotional content as required, working with project teams to support the planning, development and distribution of project-based and documentary content
- Devise an audience development strategy designed to attract 45% of our audience from our key 15 to 25-year old audience
- Devise an audience development strategy based on your existing and commissioned data and research, and support the wider team in reaching them through research, connections and consultation
- Lead the distribution of social media throughout the organisation
- Support the distribution of social media use as a direct communication channel for Science Gallery through thought-leadership, innovative use, guidance and training for the wider team
- Oversee all PR and media activity, media plans, media partnerships, media monitoring and media; evaluation activity. Develop and build ongoing relationships with key media and manage and cultivate media partnerships
- Manage the Science Gallery brand in Ireland
- Ensure consistency in the application of the visual identity, tone of voice, general aesthetic and brand standards in all physical and digital forms of Science Gallery, in line with the Network Brand Guidelines
- Communicate your role, both internally and externally
- Actively communicate outwards about your area of expertise through social media and speaking opportunities at conferences in Ireland and Internationally

- Oversee the maintenance of Science Gallery Dublin's contribution to the Science Gallery Network Toolkit in all related section to share your expertise with your peers in new Science Gallery nodes as they come online
- Build awareness and support for Science Gallery across Trinity's campus.
- Team, timeline and budget management
- Manage team members and external suppliers to reach objectives on budget and on time
- International collaboration
- Representing Science Gallery at Trinity College Dublin as the pioneering member of the Global Science Gallery Network, the Marketing and Communications manager will collaborate with and serve as the primary liaison with Science Gallery International on the current digital platforms initiative, CRM and training systems around the requirements of the users, as well as driving the newly updated website for SGD
- Contact management
- Oversee the maintenance of subscriber, media, and peer database
- Research, analytics and intelligence
- Collaborate with the Science Gallery Research and Evaluation Working Group to devise integrated audience development research and both use and promote the use of data insights across the organization
- Share research and audience-driven insights with the team and among College communications and marketing personnel
- Some experience of development and fundraising would be useful. Willingness to engage in aspects of this, alongside developing and stewarding stakeholder and partner relationships in conjunction with other members of the Science Gallery and Trinity College Dublin teams

### **Person Specification**

#### **Qualification**

The successful candidate will ideally have a degree in a relevant field of study.

## **Knowledge and Experience**

- Minimum of five years' experience in marketing and communications and long-standing and active engagement with social media
- Should be a first-rate team leader and self-starter, comfortable working in a team environment at a growing and transitioning organisation as demonstrated by previous experience
- Excellent organisational, budget and project management skills
- Ability to meet deadlines and to help others to meet theirs
- Should be able to demonstrate a history of identifying and catering towards specific audience or market segments with emerging communication channels
- Excellent communication skills, both written and verbal, but especially proofreading, editing, writing, and conversing through social media
- Impressive people skills - working with, developing relationships etc.
- Strong research, analytical and report-writing skills
- Excellent networker with proven experience of working with and managing service providers and creative agency teams
- Knowledge of the public affairs environment
- Advanced spreadsheet (Google Sheets/MS Excel), document (Google Docs/MS Word) and presentation (Google Presentations/MS PowerPoint) authoring skills.
- Experience using content management systems, CRM systems and email distribution platforms
- Strong collaborative and negotiation skills. Able to work with multiple stakeholders (from curators to retailers) and suggest creative, low-cost marketing solutions
- Experience overseeing design of both print and digital marketing materials
- Experience implementing online campaigns, including social media promotions, online advertising, online PR and SEO
- Ability to analyse and interpret data, determine implications to inform strategic decisions

## **SKILLS AND REQUIREMENTS**

- Passionate about Science Gallery and its mission, with an interest and/ or experience in current science, technology, the arts/culture or youth brands/initiatives
- Highly motivated and able to hit the ground running, have a “roll up the sleeves attitude” towards their work and a healthy sense of humour. Displays a ‘can-do’ attitude, is willing to take on new challenges and is committed to the Science Gallery
- Flexibility of approach is essential. As described in the job specification, an ability to multitask and take on different roles depending on the demands of the Gallery is required. Able to work occasional evenings, weekends and holidays onsite or online. Ability to travel occasionally as needed
- Oral communication: convincing and confident when speaking to others; can explain complicated procedures well; comes across as welcoming and approachable in manner
- Written communication: produces documents and emails which are clear, concise and free of grammatical and punctuation errors; seeks information from other resources when uncertain; uses formatting effectively to highlight key information
- Organisational skills: keeps workspace functional; has information at fingertips; stores information in well organised files; can keep track of multiple projects simultaneously
- Interpersonal skills: ability to interface effectively with staff, students and members of the public; fosters good working relationships; is known as someone who is helpful to others
- Conscientious and deadline oriented: is accurate in their work; can handle multiple tasks simultaneously; and ensure tasks are completed on time
- Resourceful: can work under their own initiative, know where to find information/help and can problem solve
- Team worker: can operative effectively as part of a team — is cordial and willing to help others, is co-operative and patient; shares work and information; establishes rapport with everyone across an organisation
- Analytical skills: can identify a problem and propose a solution

Whilst previous experience with a cultural/non-profit organisation will be advantageous, you may come from a commercial background where you have been honing your skills, building experience and networks and are now ready to put them to work for a mission-driven

organisation. In this case you will be able to demonstrate your interest in related fields through engagement or knowledge of related cultural landscapes.

### **Application Information**

In order to assist the selection process, candidates should submit a Curriculum Vitae and a Cover Letter (1x A4 page) that specifically address the following points in their application, highlighting experience relevant to the position in particular emphasising their experience in the development of digital strategy for a 15 – 25 year audience.

1. As required above, candidates must have experience in youth communications, marketing and branding for a cultural institution, with particular emphasis on the potential of digital to transform audience engagement. Applicants should clearly address this experience and how they obtained their knowledge in their application.
2. An understanding of digital marketing is essential. The applicant should give examples of involvement in a digital transformation process in an institution or business, the outcome and what the applicant learned from the process.
3. Illustrate, through past example, their ability to work on their own initiative, resolve problems and maintain good relationships with their colleagues.

Please note: Candidates who do not address the application requirements above in their cover letter will not be considered at the shortlist stage.

Candidates should note that the interview process for this appointment may include the delivery of a presentation and may include a test of practical skills.

TO NOTE: Shortlisted candidates may be asked to make an MS PowerPoint presentation immediately prior to interview or to complete a practical skills test.

Further Information: This is an ideal opportunity to gain substantial work experience in a large and exciting work environment and further information on the Science Gallery is available at [dublin.sciencegallery.com](http://dublin.sciencegallery.com)

Informal enquiries may be made to [lea.oflannagain@sciencegallery.com](mailto:lea.oflannagain@sciencegallery.com)

### **WHAT IS SCIENCE GALLERY DUBLIN?**

In 2008, a forgotten corner of Trinity College Dublin was transformed into a living experiment called Science Gallery Dublin. Through a cutting-edge programme that ignites creativity and discovery where science and art collide, the nonprofit encourages young people to learn through their interests. Since its opening, more than three million visitors to the gallery have experienced over 42 unique exhibitions ranging from design and violence to light and love, and from contagion and biomimicry to the futures of the human species and play. Science Gallery Dublin develops an ever-changing programme of exhibitions and events fuelled by the expertise of scientists, researchers, students, artists, designers, inventors, creative thinkers and entrepreneurs. The focus is on providing programmes and experiences that allow visitors to participate and facilitate social connections, always providing an element of surprise.

Science Gallery is an initiative of Trinity College Dublin and kindly supported by our founding partner, Wellcome Trust, and by our 'Science Circle' members — Deloitte, ESB, Google, ICON, and NTR Foundation. Science Gallery Dublin receives support from programme partners Intel Ireland, The Marker Hotel and Walls to Workstations. It also receives government support from the Department of Culture, Heritage and the Gaeltacht and Science Foundation Ireland. Science Gallery Dublin's media partner is The Irish Times. For more information, visit: [dublin.sciencegallery.com](http://dublin.sciencegallery.com).

### **ABOUT SCIENCE GALLERY INTERNATIONAL**

At the vanguard of the STEM to STEAM movement, Science Gallery International is leading the creation of the world's first university-linked network dedicated to public engagement with science and art, igniting the creative potential of young people globally to tackle the world's biggest challenges. Through its galleries, pop-up programmes and touring exhibitions, the Global Science Gallery Network has reached millions of 15 to 25-year-olds with inspiring and participative transdisciplinary programmes featuring emerging research and ideas from the worlds of art, science, design and technology. Following the pioneering founding of Science Gallery at Trinity College Dublin, galleries are currently in development at King's College London, the University of Melbourne, the Indian Institute of Science, and Ca' Foscari University of Venice, with a Science Gallery Lab at Michigan State University (Detroit) and

expansion of Labs into Latin America and Africa planned by 2020. To learn more about Science Gallery International, visit [international.sciencegallery.com](http://international.sciencegallery.com).

### **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 21<sup>st</sup> 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 21<sup>st</sup> century.

## Ranking Facts

Trinity is the top ranked university in Ireland. Using the QS methodology we are ranked 88th in the world and using the Times Higher Education World University Rankings methodology we are 117<sup>th</sup> 1 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 88th in the World, and 29th in Europe, in the 2017/2018 QS World University Ranking.

- Trinity is ranked in the Top 100 for Graduate Employability in the QS 2017 Rankings.
- Trinity is in the Top 50 most innovative universities in Europe according to Reuters.<sup>1</sup>
- Between 2010 and 2015, Trinity was ranked the top university in Europe for entrepreneurship according to Pitchbook's independent analysis.<sup>2</sup>

## **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 Rankings:**

- Trinity is ranked in the top 50 worldwide for 4 subjects 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 Classics (28<sup>th</sup>), English (28<sup>th</sup>), Politics (43<sup>rd</sup>) and Nursing (25<sup>th</sup>).
- 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 (57<sup>th</sup>), Life Sciences & Medicine (87<sup>th</sup>), and Engineering & Technology (89<sup>th</sup>).

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

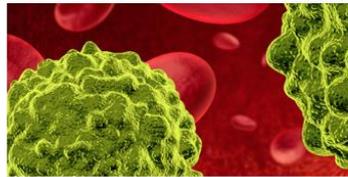
<sup>2</sup> <http://pitchbook.com/news/reports/2015-2016-pitchbook-universities-report>



## Research Themes



**Ageing**



**Cancer**



**Creative Arts Practice**



**Creative Technologies**



**Digital Engagement**



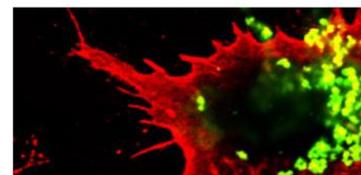
**Digital Humanities**



**Genes & Society**



**Identities in Transformation**



**Immunology, Inflammation & Infection**



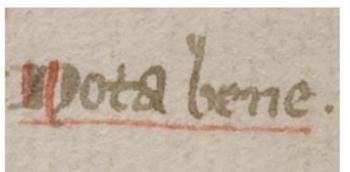
**International Development**



**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:

[RECRUIT@tcd.ie](mailto:RECRUIT@tcd.ie)

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**Tel: +353 1 896 3333**



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