



DEPARTMENT	MARKETING AND STUDENT RECRUITMENT
POSITION	MARKETING AND PR COMS MANAGER
REPORTING TO	DIRECTOR OF CORPORATE MARKETING AND STUDENT RECRUITMENT

POSITION SUMMARY:

Manager to lead the execution of institutional marketing, public relations, and communications initiatives. This role is responsible for managing offline marketing activities, public relations efforts, institutional communications, and brand governance, while ensuring alignment with RUMC’s overall content and digital direction.

The role plays a critical function in safeguarding RUMC’s brand reputation, ensuring message consistency across all offline and external-facing touchpoints, and supporting student recruitment through effective communications, events, and stakeholder engagement. The Marketing, PR & Communications Manager works closely with admissions, academic leadership, senior management, and external partners to deliver high-quality, compliant, and well-coordinated communications.

DUTIES AND RESPONSIBILITIES:

The employee will at all times, observe and carry out faithfully and conscientiously all duties and responsibilities that are assigned by the Director of Marketing and Student Recruitment, and observe all discretion with regard to the information acquired during the service employment with the Company, and thereafter if the employee leaves its service.

Job Responsibilities:

1. Plan, manage, and execute offline marketing initiatives including education fairs, open days, school engagements, institutional briefings, and campus events in support of student recruitment and brand positioning.
2. Lead public relations and institutional communications activities, including coordination of media engagement, press materials, announcements, and key institutional messaging.
3. Develop, manage, and approve offline marketing and communications materials such as brochures, prospectuses, flyers, banners, signage, event collateral, and corporate communications.
4. Act as the brand and communications gatekeeper, ensuring all marketing and PR materials comply with RUMC, RCSI, and UCD brand guidelines, tone of voice, and governance standards.
5. Coordinate closely with admissions, student recruitment, academic teams, and senior leadership to align messaging, prepare briefings, and ensure consistency across institutional communications.
6. Support alignment between offline communications and digital platforms by working with the digital and content teams to ensure consistent narratives across print, website, social media, and campaigns.
7. Manage external vendors and partners including PR agencies, designers, printers, and event contractors, ensuring clear scopes of work, quality control, timely delivery, and cost efficiency.
8. Oversee communications timelines, budgets, approvals, and execution quality, ensuring delivery against agreed plans and institutional requirements.
9. Support senior leadership and high-profile institutional engagements, including preparation of talking points, briefing materials, and on-ground coordination during events and media engagements.
10. Maintain accurate documentation and records for communications, PR activities, and marketing initiatives in accordance with institutional and audit requirements.

Key Performance Indicators (KPIs)

- Quality, accuracy, and consistency of institutional marketing, PR, and communications materials
- Compliance with RUMC, RCSI, and UCD brand and communications guidelines
- Timely execution of marketing events, PR initiatives, and communications deliverables
- Effectiveness of stakeholder coordination and communications readiness
- Quality and clarity of reporting, post-event evaluations, and communications outcomes
- Adherence to approved budgets, timelines, and governance processes



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Reporting & Measurement

- Track and report outcomes of offline marketing, PR, and communications activities, including event participation, engagement quality, and communications reach.
- Prepare structured post-event and post-activity reports summarising outcomes, key messages delivered, issues, and recommendations for improvement.
- Monitor and report on budget utilisation and cost efficiency for marketing and communications activities.
- Provide regular updates to the Director of Marketing & Student Recruitment on progress, risks, and optimisation opportunities.

Qualifications & Experience

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism, or a related field.
- Minimum **6–8 years of relevant experience** in marketing, public relations, and communications, preferably within education, healthcare, or regulated environments.
- Proven experience managing institutional communications, offline marketing activities, and stakeholder engagement.
- Experience working with senior leadership, academic stakeholders, and external agencies.

Skills & Competencies

- Strong written and verbal communication skills with excellent editorial judgement.
- High attention to detail and strong brand governance discipline.
- Strong stakeholder management and coordination abilities.
- Ability to manage multiple priorities and deadlines in a fast-paced environment.
- Professional, structured, and accountable working style.