

## **Marketing & Membership Manager, DCU Sport**

**Full time, Three Years Fixed Term Contract**

### **DCU SPORT**

DCU Sport proudly manages the award-winning sports facilities at Dublin City University (DCU). Overseeing the Sports Complex, Soccer Centre, Sports Campus, Sports Complex on St. Patrick's Campus, and Morton Stadium, we cater to staff, students, alumni, and the public. With a vibrant community of 5,000 members and a monthly footfall of 65,000, our award-winning facilities support numerous student clubs, elite teams, and individuals in their training endeavours. We are also the chosen venue for numerous national and international events. At DCU Sport, our mission is to deliver an exceptional sporting experience that connects, inspires and transforms our DCU Community.

### **THE ROLE**

This role will be based at DCU Sport (inc. Sports Complex, Soccer Centre, Sports Campus, St. Patrick's Sports Complex, Morton Stadium), Dublin City University, Glasnevin, Dublin 9.

The purpose of this post is to work as part of the Senior Management Team. The successful candidate will have responsibility for developing and delivering a marketing plan across all sites. In addition, they will have responsibility for managing all aspects of our membership database to inc membership sales, retention and meeting agreed membership targets. The candidate must have an excellent ability to prioritise work and be capable of working on their own initiative and at a fast pace, when required. Data input, IT skills, administration, attention to detail and report generation are critical components of this role. The successful candidate will have the support of the reception and admin team.

#### **1. Membership Growth -**

- Drive membership sales through a dynamic marketing plan.
- Social Media Advertising and content creation: Leverage platforms like Facebook, Instagram, and LinkedIn by creating multi-media content for organic reach and targeted ads.
- Create engaging content (blogs, videos, webinars) that demonstrates the value of membership.
- Customer Engagement & Retention: Develop and implement an effective customer engagement plan to nurture relationships and enhance retention. Organise member feedback forums (focus groups, surveys etc) while also scheduling regular check-ins to understand their

needs and concerns. All identified areas for improvement should be actioned and resolved appropriately.

## **2. Systems Management –**

To work with the senior management team to oversee software systems and digital platforms that support the organisation (Gladstone LMS, Salto Access Control, Mailchimp, Survey Monkey, Canva and Meta Business Suite) and to assess suitability and implementation of new systems as required.

Key tasks include:

- Systems configuration and administration to ensure data integrity and compliance.
- Membership and bookings management (including online and app).
- Third party supplier relationship management to ensure SLA's are being adhered to and to manage, with their assistance, ticket logging & closure, business continuity plan and software (& associated hardware) upgrades.
- To build and lead an in-house knowledge base to enhance end user ability and skills.

Any other duties, which may be assigned from time to time by the General Manager.

## **WHAT WE'RE LOOKING FOR**

### **Professional Qualifications and Experience**

- We're looking for a candidate with a 3rd level degree, preferably sports related with a strong marketing and systems background. Experience on membership databases will be advantageous.

### **Work Experience**

- **Minimum:** 3 years' experience in a similar administrative role, with experience in the sports facilities management area an advantage.

### **Personal Qualities**

- We're on the hunt for an ambitious, motivated, and highly organised individual with a passion for sports and the fitness industry.

## THE PACKAGE

As a DCU Sport team member we want you to carve a career in Sports & Fitness and thrive in the role. At DCU Sport we believe that happy customers derive from a happy team! We encourage personal and professional development and cultivate an inclusive culture where every voice matters.

- Our salary scale ranges from €35,978 – €49,050, salary is offered commensurate of experience.
- CPD Programme,
- You can avail of our gym facilities with your own gym membership as part of the package!
- As part of our commitment to a happy team and culture, we offer our team membership of the (EAP) Employee Assistance Programme which offers a range of support and services.

## ESSENTIAL TRAINING

The successful candidate will be required to undertake essential compliance training – Data protection, Child Protection and Cyber Security as required by DCU Sport, further essential training will be required throughout.

## HOW TO APPLY

If you're ready to make an impact and thrive in a vibrant environment, we want to hear from you! Please submit your CV to Gemma Dempsey, DCU Sport General Manager, [gemma.dempsey@dcu.ie](mailto:gemma.dempsey@dcu.ie)

*Please note:* This position is subject to Garda Vetting

*At DCU Sport, we are committed to creating an inclusive and diverse workplace where every individual's culture and creativity are celebrated. We believe in the power of our team members' diverse backgrounds, abilities, and experiences to drive our collective success. Discrimination based on gender, marital status, family status, age, disability, sexual orientation, race, religion, or membership of the Travelling community has no place at DCU Sport.*

*Our goal is to ensure that every candidate has an accessible and positive experience throughout our hiring process. When you join DCU Sport, you become part of a dynamic community that values different perspectives, views, and personalities. We encourage you to bring your authentic self to work*

**Spoirt DCU**  
Ollscoil Chathair  
Bhaile Átha Cliath,  
Baile Átha Cliath 9  
Éire

**DCU Sport**  
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[dcu.ie/dcusport](http://dcu.ie/dcusport)



*every day. If you require any accommodations during the application or employment process, please reach out to [gemma.dempsey@dcu.ie](mailto:gemma.dempsey@dcu.ie). Your comfort and success are important to us.*