

**DCU BUSINESS SCHOOL
Lecturer in Digital Marketing
(Permanent or Five-Year Fixed Term Contract)**

DCU Business School is a young and dynamic school whose history is marked by steep upward development. From the outset, our guiding voices were those of industry and students, and as a result, we are today distinctive for our deep and responsive industry engagement and our close concern with the success of our students. From those beginnings in the 1980s, and particularly over the last ten years, DCU Business School has developed an excellent research profile characterised by its industry relevance and a strong international reach. The School is accredited by AACSB and AMBA and our programmes have appropriate professional accreditations. DCU Business School is an engaged, innovative internationally-focused school which prides itself on its excellent reputation for impacting students, the academic community, industry and wider society.

Position

Reporting to the Executive Dean of DCU Business School, the successful candidate will be a member of the Marketing Group. She/he will conduct high quality research and teaching in Marketing and will play an active role in the activities and development of the Marketing Group. Further, the successful candidate is expected to contribute to programme management, research supervision and the service and engagement activities of the School and University.

The Marketing Group brings together academics whose research and teaching interests span a wide range of areas. Members of the Marketing Group have established a strong international research reputation in the areas of Digital Marketing, Cloud Computing and Commerce, Personal Values, International Marketing, Sociology and Marketing of Sport, having recently had papers published/accepted in: European Journal of Marketing, Sociology, Organization, Journal of Business Ethics, Journal of Entrepreneurship Education, Journal of Strategic Marketing.

The Marketing Group is primarily responsible for the MSc in Digital Marketing and the BSc in Marketing Innovation and Technology. In addition, the group contributes to the full range of academic programmes within DCU Business School.

Further information concerning DCU Business School is available in the **Information Pack for Candidates** please [click here](#)

Main Duties

Research

To contribute to the research activity of DCU Business School by:

- Publishing new ideas and findings in international journals
- Seeking funds to support research initiatives
- Contributing to research activities such as conferences, seminars etc.
- Supervising postgraduate research students
- Contributing to the research culture and environment in the School and, where appropriate, working collaboratively on research initiatives.

Teaching

To contribute to the teaching and learning activity of DCU Business School by:

- Delivering modules in a manner consistent with the highest academic standards
- Using a wide range of teaching and assessment methodologies which foster a deep approach to learning and which equip students with the skills and attributes needed to be lifelong learners
- Working proactively to enhance and enrich existing modules and programmes
- Contributing to the design and development of new modules and programmes
- Contributing to the teaching activities of the School's Centre for Executive and International Education
- Providing research supervision for taught postgraduate students

Service

To contribute to the leadership, management and administration of the School by:

- Delivering allocated management and service roles to a high standard
- Active engagement in accreditation-related activities
- Contributing proactively to relevant School and University committees, working groups and meetings
- Contributing to the running of DCU Business School's activities through participation in, for example, promotional events and INTRA (work placement) visits.

External Engagement

To enhance the reputation of DCU Business School through engagement in external academic, business, professional, public sector and community activities (approved by the Executive Dean, where appropriate).

Person Specification

Candidates must have a relevant honours degree, preferably a 1.1 or 2.1 honour, and have previous teaching and research experience.

It is highly desirable that candidates have a PhD, alternatively, they must have commenced a PhD or can clearly demonstrate a strong commitment to pursuing a PhD. It is highly desirable for candidates to have professional experience in the area of digital marketing, a strong network in the digital marketing community and have a relevant postgraduate qualification. Candidates should also demonstrate excellent interpersonal and communication skills consistent with the highest quality of teaching and learning, together with evidence of successful teamwork and a collegial approach.

The successful candidate will have the opportunity to play an important role in the further development of the School's national and international reputation, and to make a significant contribution to the research activity of the School and to the design, delivery and management of programmes at undergraduate, postgraduate and executive levels.

Salary Scales:

Lecturer Above Bar: *€50,159 -€76,891 per annum

Lecturer Below Bar: *€37,352 - €51,724 per annum

**Appointments will be commensurate with qualifications and experience and will be made on the appropriate point of the salary scale, in line with current Government pay policy.*

Informal enquires: Dr. John Connolly, Head of Marketing Group in DCU Business School (john.connolly@dcu.ie)

Closing date: Friday 20th May 2016

Application Procedure

Application forms are available from the DCU Current Vacancies (open Competitions) website at <http://www.dcu.ie/hr/vacancies/current.shtml> and also from the Human Resources Department, Dublin City University, Dublin 9. Tel: +353 (0) 1 700 5149.

Applications should be submitted by email by the closing date stated above to hr.applications@dcu.ie or by Fax: +353 (0)1 700 5500 or by post to the Human Resources Department, Dublin City University, Dublin 9

Please clearly state the role that you are applying for in your application and email subject line: Job Ref #315: Lecturer in Digital Marketing

Dublin City University is an equal opportunities employer