



## DUBLIN CITY UNIVERSITY BUSINESS SCHOOL (DCUBS)

### Lecturer in Marketing (Five year Contract)

An innovative and dynamic Business School, DCUBS offers an extensive range of research and taught programmes at undergraduate, postgraduate, executive and doctoral levels. Working in close collaboration with DCU faculties, business interests in the public and private sectors, and its international partners, the School's portfolio of programmes is regularly updated and expanded to reflect the changing needs of business leaders.

#### Position

Reporting to the Dean of DCU Business School, the successful candidate will conduct high quality teaching in Marketing at undergraduate and /or postgraduate levels and be actively engaged in research. We are particularly interested in candidates with specific expertise in **digital marketing / social media marketing**.

The successful candidate will contribute to the work of the Marketing Group and deliver teaching and research for them. The Group is primarily responsible for two Masters programmes: the MSc in Marketing and the MSc in Digital Marketing and at undergraduate level the BSc in Marketing, Innovation and Technology. There is also a specialism in Marketing in the undergraduate BBS and Global Business degrees. In addition, the group contributes to the full range of academic programmes within DCUBS and the Centre for Executive Programmes, including the professional doctoral programme and the MBA. The Group has been innovative in its approach to teaching and learning at both undergraduate and postgraduate level, and Group members have been winners of the President's Award for Teaching and Learning.

#### Main Duties

##### 1. Research

To contribute to this research activity by:

- Publishing new ideas and findings in quality national and international journals
- Providing academic leadership through helping to maintain and enhance a research culture
- Seeking funds to support research initiatives
- Contributing to research activities such as conferences, seminars etc.
- Maintaining an active and sustainable programme of research

##### 2. Teaching

The successful candidate is expected:

- To contribute to the development and delivery of Marketing modules at DCU Business School in a manner consistent with the highest academic standards
- To use a wide range of learning and teaching methodologies and assessments which foster a positive learning environment for students
- To work proactively in improving existing courses and programmes
- To contribute to the design and development of new courses and programmes

- To provide supervision for research and graduate students

### 3. Good Citizenship

- To play an appropriate role in the administration and leadership/management of DCU Business School and the Group
- To contribute to the running of DCU Business School's activities through participation in, for example, ad hoc committees and open days
- To be prepared to contribute proactively to relevant University and external committees

### 4. External Contribution

- To raise the external profile of DCU Business School by establishing close working relationships with organisations and professional bodies and other contributions to its external profile
- To represent the School externally as appropriate

### Person Specification

Applicants for the post must hold an honours degree in a relevant discipline, should be qualified to a post-graduate level and have completed a doctoral qualification in the field. The successful candidates will also have a minimum of three years relevant experience, with a record of high quality university-level teaching.

The successful candidate will be required to contribute to the research activity of the School and to the design, delivery and management of courses at undergraduate, postgraduate and executive levels. The candidate should also demonstrate high quality interpersonal and communication skills consistent with the highest quality of teaching and learning, together with evidence of successful teamwork and a collegial approach. Relevant industrial experience would be an advantage.

The group is particularly interested in candidates with specific expertise in **digital marketing / social media marketing**.

The successful candidate will have the opportunity to play a leadership 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 courses at undergraduate, postgraduate and executive levels.

<b>Salary Scale:</b>	Lecturer above bar:	€50,159 - €76,891
	Lecturer below bar:	€41,502 - €51,724 €37,352 - €46,552*

\*applies to new entrants to the public sector after 01 January 2011.

Appointment will be commensurate with qualifications and experience

**Closing Date:** 2<sup>nd</sup> May 2014

This post has been approved by Budget Committee and Executive as it is considered to be part of the essential services of the University.

Informal enquires: Informal enquires: Dr Michael Gannon, Head of Marketing Group in DCU Business School (Michael.gannon@dcu.ie)

**Application forms are available at:**

<http://www.dcu.ie/vacancies/index.shtml> and from the Human Resources Department, Dublin City University, Dublin 9. Tel: +353 (0)1 7005149; Fax: +353 (0)1 700 5500; Email: [hr.applications@dcu.ie](mailto:hr.applications@dcu.ie)

**Dublin City University is an equal opportunities employer**