



Applications are invited from suitably qualified candidates for the following position

**Assistant Professor in Digital Marketing  
DCU Business School  
Fixed Term Five Year Contract**

**Dublin City University**

Dublin City University (DCU) is a leading innovative European University. It is proud to be one of the world's leading Young Universities and is among the world's top 2% globally. DCU is known as Ireland's University of Impact, with a mission to 'transform lives and societies' and focuses on addressing global challenges in collaboration with key national and international partners and stakeholders.

DCU has over 20,000 students in five faculties spread across three academic campuses in the Glasnevin-Drumcondra area of North Dublin. Thanks to its innovative approach to teaching and learning, the University offers a 'transformative student experience' that helps to develop highly sought-after graduates. DCU is currently No. 1 in Ireland for Graduate Employment Rate, and for graduate income (CSO).

DCU is a research-intensive University and is home to a number of SFI-funded Research Centres. The University participates in a range of European and international research partnerships. DCU is also the leading Irish university in the area of technology transfer as reflected by licensing of intellectual property.

As a 'People First' institution, DCU is committed to Equality, Diversity and Inclusion - a University that helps staff and students to thrive. The University is a leader in terms of its work to increase access to education, and is placed in the world's Top 10 for reducing inequalities in the Times Higher Education Impact Rankings.

**Overview of the department**

DCU Business School is a 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, AMBA and has been awarded the Small Business Charter from the Chartered Association of Business Schools. Additionally, our programmes have relevant 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.

### **Role Profile**

The successful individual will be a member of the Enterprise and Innovation Group in DCU Business School. They will hold (or be close to completing) a PhD in Digital Marketing or a related discipline. The successful candidate will ideally have a track record of high-quality research or show evidence of being able to establish such a record. S/he will be teaching in Digital Marketing and will also participate in the School's external engagement activities. Further, the successful candidate is expected to contribute to programme management, research supervision and the service activities of the School and University.

### **Duties and Responsibilities**

Please refer to the job description for a list of duties and responsibilities associated with this role.

### **Qualifications and Experience**

Candidates must have a PhD (or be close to submitting a PhD for examination) in Digital Marketing or closely related discipline (e.g., Marketing, Marketing Information Systems or Digital Business) and have a strong academic record. Previous teaching and research experience is required and a relevant professional qualification, where appropriate, is welcomed. Relevant industry experience is desirable.

We are seeking candidates who have a well-defined research plan and have the capability to publish in high impact international journals. Candidates should have (or be able to develop) international networks and collaborations. Candidates should also demonstrate excellent interpersonal and communication skills consistent with the highest quality of teaching and learning, along with evidence of successful teamwork and a collegial approach.

The successful individual 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 and industry engagement of the School and to the design, delivery and management of programmes at undergraduate, postgraduate and executive levels.

### **Essential Training**

The postholder will be required to undertake the following essential compliance training: Orientation, Health & Safety and Data Protection (GDPR). Other training may need to be undertaken when required.

### **Salary Scale:**

Assistant Professor Salary Scale - €57,479 - €92,115

Appointment will be commensurate with qualifications and experience and in line with current Government pay policy

**Closing date: 8<sup>th</sup> March 2023**

For more information on DCU and our benefits, please visit [Why work at DCU?](#)

**Informal Enquiries in relation to this role should be directed to:**

Professor Regina Connolly, DCU Business School, Dublin City University.

Email: [regina.connolly@dcu.ie](mailto:regina.connolly@dcu.ie)

Please do not send applications to this email address, instead apply as described below.

**Application Procedure:**

Application forms are available from the DCU Current Vacancies website at

<https://www.dcu.ie/hr/vacancies-current-vacancies-external-applicants>

Applications should be submitted by e-mail with your completed application form to

[hr.applications@dcu.ie](mailto:hr.applications@dcu.ie)

**Please clearly state the role that you are applying for in your application and email subject line:**

**Job Ref BC210516 Assistant Professor Digital Marketing**

*Dublin City University is an equal opportunities employer.*

*In line with the Employment Equality Acts 1998 – 2015, the University is committed to equality of treatment for all those who engage with its recruitment, selection and appointment processes.*

*The University's Athena SWAN Bronze Award signifies the University's commitment to promoting gender equality and addressing any gender pay gaps. Information on a range of university policies aimed at creating a supportive and flexible work environment are available in the [DCU Policy Starter Packs](#)*