



## **JOB DESCRIPTION**

### **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 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**

The duties and responsibilities of the position include, but are not restricted to, the following:

### **Teaching and Learning**

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

### **Research and Scholarship**

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

- Publishing new ideas and findings in high impact international journals
- Achieving measurable impact via citations
- 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.

## **Service and Contribution to the University and Society**

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.

## **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.