



JOB DESCRIPTION

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

Dublin City University

Dublin City University (www.DCU.ie) is a young, ambitious and vibrant University, with a mission 'to transform lives and societies through education, research, innovation and engagement'. Known as Ireland's 'University of Enterprise and Transformation', it is committed to the development of talent, and the discovery and translation of knowledge that advances society and the economy. DCU is the Sunday Times Irish University of the Year 2021.

The University is based on three academic campuses in the Glasnevin-Drumcondra region of north Dublin. It currently has more than 18,000 students enrolled across five faculties – Science and Health, DCU Business School, Computing and Engineering, Humanities and Social Sciences and DCU Institute of Education. DCU is committed to excellence across all its activities. This is demonstrated by its world-class research initiatives, its cutting-edge approach to teaching and learning, its focus on creating a transformative student experience, and its positive social and economic impact. This exceptional commitment on the part of its staff and students has led to DCU's ranking among the top 2% of universities globally. It also consistently features in the world's Top 100 Young Universities (currently in QS Top 70 Under 50, Times Higher Top 150 Under 100).

DCU is placed 84th in the world, in the Times Higher Education University Impact Rankings – measuring higher education institutions' contributions towards the UN Sustainable Development Goals. Over the past decade, DCU has also been the leading Irish university in the area of technology transfer, as reflected by licensing of intellectual property.

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. The candidate will hold (or be close to completing) a PhD in Digital Marketing or a related field. The successful individual will ideally have a track record of high quality research or show

evidence of being able to establish such a record. The candidate 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.

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

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.

External Engagement

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

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

Essential Training

The post holder 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.