

Senior Lecturer / Lecturer in Digital Marketing

Company:

Middlesex University Dubai

Location:

United Arab Emirates / Dubai

Discipline:

Digital Marketing

Employment Type:

Permanent Full-time

Posted:

2023-03-10

Contact Person:

If you wish to apply for this position, please specify that you saw it on AKADEUS.

Senior Lecturer/ Lecturer in Digital Marketing

Middlesex University Dubai is the first overseas campus of the internationally renowned Middlesex University in London. The campus opened in January 2005 and has over 4,500 students from more than 118 nationalities. As the University continues to grow, an exciting position has arisen. We seek an enthusiastic and experienced Senior Lecturer/Lecturer in Digital Marketing to join the academic team.

JOB DESCRIPTION

Campus : Dubai

Grade : Senior Lecturer/ Lecturer in Digital Marketing

Reporting to : Director, Middlesex University Dubai

Role Summary

The role will be held by an experienced academic with a credible track record of research and of excellence in teaching. This may be combined with a contribution to academic leadership and management.

Job Purpose

To conduct research, learning and teaching, and knowledge transfer to the benefit of students, the School, the University and the wider community.

Main responsibilities

Learning and teaching

- Deliver high quality teaching to students at the undergraduate and postgraduate level
- Contribute to the design, development and evaluation of courses and programmes through liaison with colleagues in Dubai and London
- Identify best and innovative practices in learning and teaching and build them into personal teaching practice
- Ensure that personal research and knowledge of the field inform personal teaching practice

- Contribute actively to initiatives which identify new and best practice in teaching and learning and promote it across the faculty and institution
- Ensure that research insights and materials are built into the curriculum
- Take lead responsibility for a programme area, subject or course, as required
- Enhance student experience and outcomes.
- Provide academic advice and counselling.
- Liaise closely with teaching, technical and administrative staff as appropriate to ensure a quality teaching and learning environment.

Research and knowledge transfer

- Contribute to team activity and, where appropriate, lead on major research and knowledge transfer projects.
- Maintain a research profile, including outputs, normally of high international standing.
- Demonstrate commitment to making an impact on society, based on research and knowledge transfer.
- Supervise Masters students.

Academic Leadership and Management

- Lead learning and teaching activities in a particular area as agreed, [e.g.](#), programme leadership.
- Manage research and knowledge transfer activity – [e.g.](#), a self-contained project or a strand of a broader programme.
- Contribute to cross-Campus activities, such as student recruitment, induction, assessment, national and international partnerships etc.
- Represent colleagues and students on Campus committees, as required.
- Advise and coach colleagues.
- Manage allocated people and resources.
- Undertake other activities as required.

PERSON SPECIFICATION

Post Title: Lecturer/Senior Lecturer in Digital Marketing

Essential Requirements

Knowledge, Skills and Experience

- Appropriate academic qualifications at the postgraduate level (normally a doctorate or equivalent)
- Proven ability to deliver high-quality teaching across core digital marketing curriculum:
 1. Digital Marketing Analytics
 2. Digital Advertising
 3. Digital Marketing strategy and planning
 4. Strong familiarity and up-to-date practical knowledge of digital marketing tools and techniques
 5. Cutting-edge research methods and techniques such as data scraping and API extraction, big data analytics, social network analysis, digital ethnography, etc.
- Professional experience and proven track record integrating industry engagement in teaching practice.
- Proven ability to deliver high-quality teaching across a more general marketing curriculum

(Strategic Marketing, Advertising, Brand Management, Marketing Communications, Marketing Research)

- Track record of research outputs, normally of high international standing
- Track record of innovation in teaching and learning, reflected in design, delivery, and promotion of good professional practice.
- Ability to engage students and staff and to motivate them to perform at their best.

Desirable Requirements

Knowledge, Skills and Experience

- Proven record of success in the undertaking, supervising and managing research activity, with at least some experience in Masters student supervision
- Evidence of ability to attract research and knowledge transfer funding.
- Exposure to and understanding of the UAE education sector
- Professional qualifications and familiarity with CIM.
- Postgraduate Certificate in Higher Education or equivalent teaching qualification

While applying, please use the subject line **“Senior Lecturer/Lecturer in Digital Marketing.”**

Please share your CV with HR@mdx.ac.ae

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