

Temporary Wholetime / Pro Rata Assistant Lecturer in Marketing/ Digital Marketing Ref P18/21

The successful candidate will report to the Head of Department of Business and the Head of School of Business.

The School currently provides taught programmes (QQI levels 6 through to 9) and opportunities to pursue Masters Degrees by research (level 9).

The key objectives of the School of Business are 1) to achieve a more diverse student population, 2) to provide excellence in teaching, 3) to support the local region through research, consultancy and flexible learning, 4) to integrate new learning technologies throughout our programmes where appropriate and 5) to promote a positive working environment.

Technological University for Dublin

ITB are currently working collaboratively with our partners IT Tallaght and Dublin Institute of Technology (DIT), towards designation and integration as a new Technological University for Dublin.

Following the passing of the Technological Universities Act 2018 in March 2018 the three institutions in the Dublin region – Dublin Institute of Technology (DIT), Institute of Technology, Blanchardstown (ITB) and Institute of Technology, Tallaght (ITT) have sought designation to become a Technological University for Dublin. For further information please see www.tu4dublin

Job Specification

The School is now seeking to fill temporary and / or pro rata contract positions arising in the academic year 2018/2019 and to establish a panel of Assistant Lecturers in Marketing and Digital Marketing with the expertise and interests to complement and further develop the activities of the School.

The preferred applicant will be able to demonstrate a commitment to course development and will be in a position to play a significant role in the application and development of innovative teaching and learning methodologies in Marketing.

The position calls for a highly motivated and experienced individual who will contribute to the development, implementation and delivery of courses in the School of Business.

1) Duties

The appointee will play an active role in the academic direction of courses including teaching, research, academic assessment and academic administration. The appointee should carry out such duties as are assigned in accordance with collective agreements arrived at from time to time and authorized by the Minister of Education & Skills including but not limited to:-

- (a) Teaching such assigned classes as deemed appropriate by management of the Institute, day or evening, up to six hundred and thirty hours per annum including supervision of post-graduate students where appropriate. There will be a norm of eighteen class contact hours per week, which may be varied from sixteen to twenty in consultation with the lecturer. Where a lecturer is supervising a Tutor/Demonstrator, a reduction in teaching hours will be applied on the basis of one-hour reduction per three hours demonstration/tutorials supervised;
- (b) Carrying out assessments, monitoring and evaluation of examinations work, and providing an academic and consultative support to students in their learning activities;
- (c) Providing academic input on existing and new courses and course development;
- (d) Engaging in research, consultancy and development work as appropriate;
- (e) Participating in committees appropriate to courses and meetings convened by management;
- (f) Maintaining appropriate records and making available information as required by management;
- (g) Engaging in promotion including student recruitment as appropriate;
- (h) Participating in development, implementation and maintenance of academic quality assurance arrangements;
- (i) Participating in appropriate activities necessary to the development of their Department/School and the Institute;
- (j) Directing and supervising the work of Tutor/Demonstrator and taking academic responsibility for the academic standards of this work.

The performance of these duties will require attendance in addition to class contact hours during the normal working week.

The appointee shall carry out lawful instructions of the President or authorised Officer and comply with the requirements and regulations of the Minister for Education & Skills

2) Person Specification

The appointee will:

- Be self-motivated, work on their own initiative and as part of multidisciplinary teams;
- Be committed to self-development and Institution wide improvement;
- Be committed to the development of courses and modules and their delivery as assigned across the programmes of the Institute.
- Be committed to research in a field related to the appointment.

- Be in a position to play a significant role in the application and development of innovative teaching and learning methodologies in the area of Marketing education

Essential

- (a) A first or second class honours degree with Marketing/ Digital Marketing as a major component or an approved equivalent qualification;
- (b) No fewer than three years relevant experience subsequent to obtaining the above qualification
- (c) Fluent written and spoken English

Desirable

Successful candidates will ideally also have:

- (a) A relevant higher qualification (Masters) or equivalent qualification
- (b) Expertise/experience in a minimum of three in the following areas:
 - Digital media for marketing
 - Digital enterprise (e-commerce, online business models, app monetisation)
 - Digital technologies (e.g. SEO, Analytics, social media)
 - Marketing Communications
 - Brand Management
 - Online Advertising
 - Consumer behaviour
 - Multichannel Services Marketing
 - Marketing Management
- (c) Demonstrable teaching experience
- (d) Knowledge of academic programme development and implementation with specific reference to marketing and digital marketing
- (e) Demonstrable experience of academic course administration,
- (f) A proven track record in teaching innovation and engagement
- (g) Relevant industry / academic /business experience in a marketing environment

The candidate should be familiar with areas from fundamental skills through to QQI Level 9 topics

Note: Former Public sector employees:

Eligibility to compete may be affected where applicants were formerly employed by the Irish Public Service and previously availed of an Irish Public Service Scheme including:

- Incentivised Scheme for Early Retirement (ISER)
- Department of Health and Children Circular (7/2010)
- Collective Agreement: Redundancy Payments to Public Servants

Applicants should ensure that they are not precluded from re-engagement in the Irish Public Service under the terms of such Schemes. This is a non-exhaustive list and any queries should be directed to an applicant's former Irish Public Service Employer in the first instance.

3) Salary

In line with current Government policy on public sector pay:

- (1) New entrants (persons entering a direct entry (recruitment) grade in the Higher Education Sector for the first time, ie persons without previous service in the Public Service) **may commence on the 2011 Assistant Lecturer salary scale ie €37,111 - €50,992**
- (2) Where a person is being recruited to the same or analogous grade, role or position as previous public service employment, held on or before 31st December 2010, whether temporary or permanent, salary **may commence on the 2010 Assistant Lecturer salary scale ie €41,122 - €50,992**

Please note that the rate of remuneration may be adjusted from time to time in line with Government pay policy.

General Information

- Shortlisting of applicants may take place, on the basis of information supplied in the application form
- The Institute is an equal opportunities employer
- Canvassing will disqualify
- All applicants are asked to disclose criminal convictions, per the application form

Submitting your application

For further information and to access application forms and job descriptions, see www.itb.ie or contact Linda on 01 8851102

One signed original and six photocopies of your application **should be posted or hand delivered to Linda Fitzpatrick HR Department, Block A, Institute of Technology Blanchardstown, Blanchardstown Road North, Blanchardstown, Dublin 15**. Please submit all applications on or before **12 noon on Friday 25th May 2018**

DATA PROTECTION ACT, 1988/2003:

When your application is received, we create a record in your name which contains much of the personal information you have supplied. This personal record is used solely in processing your candidature. Such information held is subject to the rights and obligations set out in the Data Protection Acts 1988 and 2003. You are entitled under this Act to obtain, at any time, a copy of information held about you. By lodging your application, you consent to any processing of your personal data, including sensitive personal data, by us.

In line with the requirements of Regulation 2016/679 General Data Protection Regulation (“GDPR”) data collected during this competitive process should generally be deleted as soon as it becomes clear that an offer will not be made or is not accepted by the individual concerned.

Please note that a period of 12 months will be allowed to pass and after such time your application data will be deleted subject to approval from the Human Resources Manager, ITB.

Late applications cannot be considered.

The Institute is an equal opportunities employer