

Visiting Lecturer Professor for the academic year 2020-21: Digital Marketing /or Digital Business

Neapolis University Pafos (NUP) with regards to its further development, advertises job vacancies for visiting teaching staff for the academic year 2020-21 in the field of Digital Marketing or Digital Business. Applicants should send a cover letter stating their interest in the position accompanied by a detailed CV at: hrd@nup.ac.cy.

The appointed candidate will be expected to:

Lecturers will be expected to work closely with Course Leaders, Module Leaders and other members of the course team. You will contribute to the development of teaching materials, methods and assessments as well as leading modules yourself. Duties will include marking and giving feedback, acting as a personal tutor and mentor and providing pastoral support to students. You will also be expected to engage in subject, professional or pedagogic research or other scholarly activities to support your teaching. Specifically:

1. Develop and teach undergraduate and postgraduate courses in marketing (with emphasis on digital marketing, social media, digital economy and marketing analytics);
2. Develop new teaching material and enrich the existing material (e.g. study guides);
3. Engage in innovative and technology-based approaches to learning and teaching;
4. Participate in the supervision of undergraduate and postgraduate research projects and/or dissertations;
5. Participate in committees at the departmental or university levels as assigned;
6. Actively engage in promoting the growth of Neapolis University; and
7. Engage with the business community and professionals in the field of digital marketing.

Minimum Qualification

- A PhD in Marketing / Digital Marketing / Digital Business with primary research in Digital Marketing from an internationally recognized university;
- A research and applied record with emphasis on digital marketing and/or marketing analytics; and simulations;
- Strong commitment to excellence in teaching, curriculum development, and outcome assessment;
- Experience in teaching digital marketing at both the undergraduate and postgraduate levels;

- Experience in cooperating with the business community and professionals in the field of digital marketing;
- Open to cross-disciplinary cooperation in research, teaching and (program) development.
- Ability to communicate effectively in English; and
- Very good interpersonal skills; team player.

Teaching experience & fields:

The ideal candidate will have a primary research and teaching interest in Digital Marketing or experience with a variety of digital marketing topic areas, to include: content marketing, social media strategy, SEO, conversion rate optimization, web design, email marketing, influencer marketing, digital marketing metrics, ad campaigns (display, social) and keyword research. Teaching experience is preferred.

List of courses:

Undergraduate Level:

Digital Business

Digital Economy

E-commerce

Social Media Management

Analytics

Post Graduate Level:

Digital Marketing

e- Consumer Behavior

Digital Communication and Social Media Strategies

Big Data and Marketing Analytics