

## Lecturer/Senior Lecturer in Digital Marketing Muscat University

Direct Link: <https://www.AcademicKeys.com/r?job=235012>

Downloaded On: Jul. 19, 2024 11:57am

Posted Apr. 22, 2024, set to expire Aug. 3, 2024

<b>Job Title</b>	Lecturer/Senior Lecturer in Digital Marketing
<b>Department</b>	Faculty of Business and Management
<b>Institution</b>	Muscat University Muscat, , Oman
<b>Date Posted</b>	Apr. 22, 2024
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Lecturer/Instructor Senior Lecturer
<b>Academic Field(s)</b>	Marketing
<b>Job Website</b>	<a href="https://muscatuniversity.edu.om/vacancies/">https://muscatuniversity.edu.om/vacancies/</a>
<b>Apply By Email</b>	
<b>Job Description</b>	

Muscat University is looking to grow its Faculty of Business & Management through the appointment of a Lecturer / Senior Lecturer in Digital Marketing. With an ethos of providing an exceptional student experience, the post holder will work with the Faculty Director to ensure efficient and effective delivery of modules. S/he will be responsible for ensuring that curriculum management and enhancement activities comply with required standards of the Oman Academic Accreditation Authority (OAAA).

For appointment to the Lecturer rank, a minimum of a PhD qualification in Marketing, Digital Marketing, or a closely related field is required along with experience of Higher Education (HE) teaching.

For the SL rank, a minimum of a PhD qualification in Marketing, Digital Marketing or a closely related field is required from an accredited university, ideally UK based and AACSB accredited, good research profile, and a minimum of three years' post-doctoral HE teaching (including at master's level). Experience of the UK HE sectors and/or the Omani and GCC HE environments would be an advantage, as would strong links to industry, and experience of an international context. In addition to

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teaching, the post-holder at the SL level will be responsible for developing and supervising research projects, enhancing collaborative activities with industry and practicing leading-edge research through an international publication record.

The overall economic landscape in The Sultanate of Oman has been constantly improving over the years due to progressive governmental plans, policies and strong regulations. Human capital and research are key pillars underpinning these efforts in the national level and Muscat University is well-placed to play an important role as facilitator through its vision to empower individuals and communities through transformative learning and teaching, informative research, and proactive industry engagement in Oman and the GCC region.

Possessing a CMI or related marketing qualification and/or Experience is desirable and will be given preference.

We acknowledge, understand, and embrace diversity and expect joining faculty to display and apply the same principles.

### Key Duties and Responsibilities

- Deliver high-quality teaching experience on Marketing modules at the undergraduate and postgraduate level.
- Construct, plan, and assess student assignments.
- Liaise with the Faculty Director on all student matters including timetabling, academic and technical support.
- Undertake the role of Student Advisor/Personal Tutor.
- Undertake research and scholarly activity with a view to publishing in refereed international academic journals.
- Engage with external Marketing related bodies and industry to enrich the student experience, including visiting students on industrial placement.
- Participate in University meetings and events including Board of Examiners, Programme Reviews, Planning and Monitoring Committees and Staff/Student Liaison.
- Maintain flexible working patterns which may include some evening and weekend work in support of Programme/Faculty/University business.
- Actively engage with businesses/professional bodies/schools and colleges/communities/enterprises, etc., organize student outreach and invite industry speakers to enhance the student experience and facilitate industrial placement of students, as appropriate.

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### Person Specification

#### Education & Qualifications

Essential:

- PhD (or equivalence) in Marketing, Digital Marketing, or a closely related field

Desirable:

- Professional qualifications and/or membership of recognized bodies.
- Fellowship of the HE Academy or willingness to work towards (within 18 months).

#### Skills and Aptitudes:

- Ability to communicate with clarity on complex & conceptual ideas to those with limited knowledge & understanding, and to peers, using high level skills & a range of media.
- Ability to think critically and promote innovation and creativity.
- Demonstrates competences, core behavior and supplementary behavior that support and promote the University's core values.
- Committed to ensuring a high-quality student experience.

*Additional requirements at Senior Lecturer level:*

- Ability to devise, advise on and manage research programmes.
- Track record of published research in internationally recognized journals.

#### Experience:

Essential:

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- One- or two-years' experience of teaching modules in Marketing in Higher Education for the Lecturer position and at least three years' HE teaching (including at master's level) for SLposition.

### Desirable:

- Experience of the UK HE sectors and/or the Omani and GCC HE environments.
- Strong links to industry and experience of an international context.
- Academic accreditation or quality assurance experiences.
- Strong track record in research and scholarly activities or ability to demonstrate capability for same.

### Terms and Conditions:

The appointment will be made at the appropriate level, according to the appointee's qualifications and experience. A competitive compensation and benefits package will be offered in accordance with Sultanate of Oman Labour Law.

### Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

### Contact

Oman