Brandeis University’s Graduate Professional Studies (GPS) is looking for an industry leader to develop and teach Principles of Search Engine Marketing, a core course in our MS in Digital Marketing and Design Program. Brandeis University is consistently ranked among the nation’s top universities, and our online courses are developed using best practices in online learning. Information about Brandeis University and Graduate Professional Studies can be found online.

**About the position and course:**
Graduates of the MS in Digital Marketing and Design Program are equipped to create, implement and analyze strategic campaigns across a variety of digital channels. RDMD 110 - Principles of Search Engine Marketing is a core course in the program providing an overview of marketing with search engines including paid search engine marketing (SEM) and search engine optimization (SEO). Students will explore the various types of web designs including fixed, fluid, adaptive and responsive. Course content includes:

- Ad creation
- Keyword expansion
- Landing page optimization
- Monitoring
- Bid management
- Analysis

**Qualified candidates will have Subject Matter Qualifications in the following areas:**

**Required:**
- Current active employment in the Digital Marketing field, or related industry
- Masters in Digital Marketing or related discipline
- Expert in paid search engine marketing on topics such as ad creation, keyword expansion, bid management, and landing page strategy
- Knows "SEO" factors improving search engine visibility from technical site architecture on one hand to external content linking on the other
- Understands the interplay of design for users versus search engines
- Familiarity with Google AdWords and additional tools and platforms that facilitate search engine marketing and SEO

**Preferred:**
- Teaching experience preferred; online teaching or learning experience preferred

**General responsibilities include:**
- For new courses requiring development:
  - Design a syllabus following program chair guidance and the syllabus template
  - Create content that aligns with course outcomes and offers the author’s experiences and perspectives on key points
- For all courses - develop and deliver the course according to our teaching standards, which include actively facilitating online discussions, providing relevant and timely feedback on student work, reporting grades, and discussing student issues with staff
- Create or refine and facilitate the course site in the Moodle learning management system
General skill requirements include:

- Strong interpersonal skills when relating to students
- The ability to communicate effectively in writing, including conveying complex information and promoting in-depth engagement on course topics
- The ability to devote adequate time to courses, including responding to students and providing meaningful feedback in a timely manner

About GPS Faculty:
GPS Faculty instructors are active practitioners in the industries that align with our programs and have the professional expertise to bring to course discussions and threads. Instructors are part time and work fully online, with no requirement to appear on campus. Our faculty have earned at least a master's degree with many holding terminal academic degrees and industry-specific credentials. Previous experience teaching online is not required; GPS offers a comprehensive training program for qualified applicants.

How to apply:
GPS welcomes applications for its adjunct faculty pool on an ongoing basis. The application process consists of the online application and, if subject matter qualifications are met, a series of interviews at the discretion of the Program Chair and Director of Program Development. Complete your application online.