

ADJUNCT INSTRUCTOR

Digital Marketing and Design Course Cluster

A. PROGRAM/COURSE SPECIFIC QUALIFICATIONS FOR CURRENT OPENINGS

Job Summary	Teach a 10-week distance learning graduate course at least once a year, in the Digital Marketing and Design degree program.
Relevant Course(s):	One or more of the following: <ol style="list-style-type: none"> 1. RDMD 102 – Digital Marketing Strategy 2. RDMD 110 – Principles of Search Engine Marketing 3. RDMD 120 – Writing for Digital Environments
Subject Matter Qualifications	<p>General qualifications</p> <ul style="list-style-type: none"> • Strong knowledge of emerging trends in the field of Digital Marketing • Eager to facilitate robust discussions across several relevant topics • Excellent written communication skills and enthusiasm for teaching <p>1. <u>Digital Marketing Strategy</u></p> <ul style="list-style-type: none"> • Has evaluated or built integrated digital marketing campaigns • Experience budgeting, planning, creating, executing, testing, analyzing, and optimizing elements for various digital marketing channels at a high level • Knows reinforcing tactics for applications across industries and companies <p>2. <u>Principles of Search Engine Marketing</u></p> <ul style="list-style-type: none"> • 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 <p>3. <u>Writing for Digital Environments</u></p> <ul style="list-style-type: none"> • Has produced or analyzed copy in digital environments with various intents such as lead generation, thought leadership, and brand-building • Understands the form factors for creating owned and earned content • Able to weave digital copywriting into a larger marketing picture

B. GENERAL QUALIFICATIONS:

Job Title	Graduate Professional Studies, Adjunct Instructor
General Job Responsibilities for GPS Adjunct Instructors	Depending on a specific course's needs: <ul style="list-style-type: none"> • Review/refine a course syllabus to include instructor-specific contact information and course policies. • Modify an existing course syllabus as necessary to realize revised course and weekly outcomes, following program chair guidance.

	<ul style="list-style-type: none"> • Develop a course syllabus for a new course, following our syllabus template and course standards. <p>Develop online content and other course materials in support of course and weekly outcomes, including:</p> <ul style="list-style-type: none"> • Content that supports and enhances required readings for the course; includes the author's experiences and perspectives on key points; aligns with the associated weekly objectives and outcomes. • Assignments/assessments that demonstrate the course and weekly outcomes. <p>Create/refine the course site in the learning management system, LATTE (Moodle), following GPS course site standards.</p>
<p>General Skills for GPS Instructors</p>	<p>Strong interpersonal skills when relating to students</p> <p>Effective written communication skills, including the abilities to:</p> <ul style="list-style-type: none"> • Convey complex topics in one's subject-matter to others • Project a professional and appropriate online tone • Moderate online discussions to promote in-depth engagement in course topics • Provide useful feedback to students via their graded work <p>Time management skills</p> <ul style="list-style-type: none"> • Instructors must be able to devote adequate time to courses, communicating timely feedback, engaging regularly in discussions, and responding to student correspondence in a timely manner
<p>General Qualifications for GPS Instructors</p>	<ul style="list-style-type: none"> • Master's degree or above in related field • At least 5 years experience in related field preferred • Teaching experience in a university environment preferred • Online teaching and/or learning experience preferred