Brandeis University’s Graduate Professional Studies (GPS) is looking for an industry leader to develop and teach 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 course:
Conversion Rate Optimization is a core course in the Digital Marketing and Design MS Program. Digital marketing is a broad field that encompasses more than just acquiring new customers to a product or service. In Conversion Rate Optimization, students will learn how to improve the customer journey and reduce friction throughout the funnel.

At the end of this course, students will be informed of how to handle digital touchpoints for both prospects and customers that have raised their hands to express interest in your product or service. In addition, students will be able to:

- Explain the key drivers of conversion rate optimization.
- Apply best practices in lifecycle marketing to increase customer lifetime value.
- Analyze marketing campaigns in a wider context that extends beyond acquisition through conversion and transaction.
- Optimize digital touchpoints for both prospects and customers after they are acquired.
- Evaluate customer feedback to improve retention and build referral engines.
- Develop quality leads to elevate marketing, sales and customer service efficiency.

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

Required:
- Current active employment in the Digital Marketing field, or related industry
- Expert level understanding marketing campaigns in a wider context that includes conversion rates, acquisition costs, and customer lifetime value
- Understanding of how to convert prospects and leads into long-term customers and drive referral and renewal cycles
- Familiar with CRO concepts such as lifecycle marketing, drip/nurture campaigns, cross-selling and up-selling, and lead scoring
- Minimum of a Master’s Degree

Preferred:
- Experience leading or driving marketing in an organization with a long sales cycle, high customer lifetime value, marketing-to-sales handoff, or some combination of these
- Previous experience teaching a college level course or conducting professional training; 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 the Digital Marketing and Design MS Program:
From online advertising to social media to mobile responsive design, marketers and designers are tasked with reaching consumers and other key stakeholders through a converged, fully online marketing model. Graduates of the DMD program are able to design marketing campaigns across a variety of digital platforms, optimize campaigns for digital audiences and capture and use advertising analytics to inform marketing decisions.

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.