

Digital Marketing - (Lecturer/Assistant Professor/Associate Professor/Professor)

[Bahrain Polytechnic](#)

Isa Town, Bahrain

[Apply on Institution's Website](#)



Type: Full-Time

Salary: Competitive and dependent on academic rank and experience.

Posted: 04/04/2024

Category: [Marketing and Sales](#)

Job Description

We are seeking a qualified and experienced individual to join Bahrain Polytechnic as a Digital Marketing Faculty Member. This position involves teaching and mentoring students in the field of digital marketing, with a focus on practical application and industry relevance. The ideal candidate will have a strong background in digital marketing strategies, tools, and platforms, along with a passion for teaching and inspiring the next generation of digital marketers. This is a dynamic role that requires staying up to date with industry trends, collaborating with industry professionals, and fostering a hands-on learning environment.

Qualifications/Requirements:

Professional:

1. A minimum of a master's degree in marketing, digital marketing, or a related field. A doctoral degree is preferred.
2. Proven experience in digital marketing, preferably in industry with managerial or strategic capacity.
3. Strong knowledge of digital marketing channels, including social media, search engine marketing, content marketing, email marketing, and analytics.
4. Familiarity with digital marketing tools and platforms such as Google Ads, Facebook Ads Manager, Google Analytics, and marketing automation software.
5. Experience in visual and web content design, photography/videography, and consumer behaviour.
6. Teaching experience, preferably in higher education or corporate training settings, with a focus on applied learning and student engagement.
7. Excellent communication and presentation skills, with the ability to effectively convey complex concepts to students with varying levels of expertise.
8. Demonstrated ability to work collaboratively with colleagues, industry professionals, and students in a diverse and inclusive environment.
9. Strong organizational skills and the ability to manage multiple responsibilities and deadlines effectively.
10. A commitment to staying abreast of industry trends and evolving digital marketing practices.

Personal Attributes:

1. Passion for teaching and inspiring students in the field of digital marketing.

2. Enthusiasm for staying up to date with emerging trends and technologies in the digital marketing industry.
3. Strong interpersonal skills and the ability to establish rapport with students, fostering a supportive learning environment.
4. Creativity and innovation in developing practical, applied projects and assignments for students.
5. Dedication to continuous professional development and a commitment to enhancing subject matter expertise and teaching methodologies.
6. Flexibility and adaptability to meet the diverse needs of students and address industry shifts in the digital marketing landscape.
7. Strong problem-solving skills and the ability to guide students in critical thinking and analysis of digital marketing challenges.

Responsibilities/Expectations:

- Design and update course content to align with industry standards, ensuring students are exposed to relevant and contemporary digital marketing concepts, strategies, and best practices.
- Deliver engaging lectures, workshops, and hands-on sessions, employing effective teaching methods to enhance students' understanding and application of visual and web digital marketing concepts.
- Oversee students' projects, providing constructive feedback and guidance to foster creativity, technical proficiency, and professional development.
- Maintain connections with industry professionals and stay updated on emerging trends, incorporating real-world examples into the curriculum to bridge the gap between academia and industry.
- Develop fair and comprehensive assessment methods to evaluate students' progress, ensuring a thorough understanding of design principles, software proficiency, and critical thinking skills.
- Provide mentorship and guidance to students.
- Contribute to achieving the strategic goals of Bahrain Polytechnic.
- Participate in professional development activities to enhance teaching skills and maintain subject matter expertise.
- Adhere to institutional policies and guidelines related to academic integrity, student support, and assessment processes.

Application Procedure:

If interested, please complete the required online application, and attach a resume, cover letter, and copies of your degree/transcripts. If you face any application issues, please contact us at

jobs@polytechnic.bh

<https://careers.polytechnic.bh/bahrain-polytechnic-jobs/>

About us:

We're a community-focused, applied learning institute at the forefront of innovation. We foster a vibrant environment where students are empowered to develop the skills and knowledge needed to thrive in a dynamic world. We operate in a multi-cultural community with over 30+ nationalities from around the world, which is what makes us diverse and unique in the region.

Established by the Bahrain Government, we contribute significantly to the nation's development by providing a powerful source of highly qualified graduates. We boast an impressive 85% student employability rate and have a high percentage of student entrepreneurs. We're currently seeking talented individuals to join our dynamic team and contribute to our mission of fostering innovation and excellence in education.

Related Searches:

[Marketing and Sales](#)