

## **ROLE OVERVIEW**

**Position Title:** Assistant / Associate Professor in Marketing

**Reporting to:** Dean - Academics

**Job Location:** IMT CDL, Ghaziabad

### **Role Description:**

Strong academic and corporate experience to carry out teaching, research and MDPs in area of Digital Marketing, Retail Management, Integrated Marketing Communication, Product & Brand Management, Strategic Marketing etc.

### **Main responsibilities:**

- To effectively educate distance learners in online/offline mode by engaging them creatively.
- Prepare curriculum and instruction for Marketing Management specialization courses in programmes offered.
- Be passionate about the subject and be an effective guide and mentor to the students.
- Drive the instructional team to promote learning activities for students consistent with the programme objectives.
- Engage in the design, development, and creation of Self Learning Material.
- Evaluate the effectiveness of learning strategies and outcomes of educational activities and make necessary provisions to meet learning needs.
- To present and publish scholarly papers and represent the Institute at various national and international conferences/seminars/ workshops.
- To undertake consultancy assignments and interactions with the industry.
- To proactively create and deliver corporate training programmes and MDPs.
- Engage and lead in the development of core and industry-relevant certificate courses.
- Perform other academic-related duties as assigned from time to time.

### **Candidate Profile:**

- Relevant teaching experience of ten years or more in the offline/online mode.
- Proven track record in training, research and consultancy-related work.
- Post graduation, PhD in a relevant discipline(s)
- Knowledge pertaining to instructional design, student interaction etc. in the Open and Distance Learning system.

To apply, you are required to make the following submissions through e-mail to [careers@imtcdl.ac.in](mailto:careers@imtcdl.ac.in)

- A cover letter
- Curriculum vitae
- Copy of the educational qualifications and work experience.
- Two references