

IEG Advertisement Marketing and Communication Lecturer

Remuneration:	Monthly per session
Benefits:	(Benefits after probation period (3 months) portion of medical aid)
Location:	Pretoria
Education level:	Honours, Postgraduate Diploma, Masters, or higher
Job level:	Professional - Lecturer
Equity Appointment	NA
Reference:	Marketing and Communication Lecturer
Send CV to:	recruitment@inscape.co.za

Job description

A lecturer is responsible for making a significant contribution to student progress by establishing a suitable environment, facilitating a culture for learning, imparting knowledge and ensuring appropriate, relevant and transparent assessment processes are implemented and aligned with predetermined academic content, teaching and learning strategies and assessment strategies. Higher Education (HE) lecturers are expected to pursue their own areas of research and develop these in order to contribute to the wider research activities of the institution, and should aspire to have their research published.

Main purpose:

KEY PERFORMANCE AREA	DELIVERY
	ASSESSMENT
	RESEARCH
	ADMINISTRATION

Reporting to:

Campus Director, Liaise with Full Time Lecturers

Basic requirement:

Qualification Level: Honours (NQF8), Postgraduate Diploma (NQF8), Masters, or higher in relevant area – Marketing and Communication, Branding Management, Advertising

- Lecturing experience would be beneficial
- Excellent written and verbal communication in English
- Research experience

Critical Requirements

Knowledge and experience in:

- Education and/or industry relevant field – Marketing and Communication, Digital Marketing, Branding, Advertising
- Software knowledge: Adobe Photoshop, Illustrator, Dreamweaver and iMovie
- Project management theory and practice
- Knowledge of integrated marketing theory and practice, communication theory and practice, e-marketing theory and practice
- Knowledge research, consumer behavior theory and practice
- Organisational practices
- Professional written and oral communication and interpersonal skills

Personal Skills/Attributes

<ul style="list-style-type: none">• Autonomy• Attention to detail and accuracy• Creativity & innovation• Driven & self-motivated• Flexibility• Information and task monitoring• Judgement and problem solving• Observation skills	<ul style="list-style-type: none">• Planning and organising• Problem analysis• Proven teaching experience• Reliability & Integrity• Stress tolerance• Strong communication skills• Working knowledge of curriculum (product knowledge)
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