



Royal University of Bhutan

འབྲུག་རྒྱལ་ཁཛུགས་ཤིན་མཛོན་གཞུང་གི་ལག་སྐྱོབ་སྡེ།

དགེ་འདུ་ཚོང་རིག་མཐོ་རིམ་སྐྱོབ་སྡེ།

དགེ་འདུ་ཚུ་ཁ་ཇོང་ཁག།

ROYAL UNIVERSITY OF BHUTAN  
GEDU COLLEGE OF BUSINESS STUDIES  
GEDU: CHUKHA DZONGKHAG



## ROYAL UNIVERSITY OF BHUTAN POSITION PROFILE

### 1. JOB IDENTIFICATION

1.1	Position Title	: Assistant Lecturer/Associate Lecturer/Lecturer
1.2	Position Level	: PL6/PL5/PL4
1.3	Discipline	: Marketing (Digital Marketing)
1.4	Occupational Group	: Academics
1.5	Requirement	: 1
1.6	College	: Gedu College of Business Studies
1.7	Mode of employment	: Regular

### 2. MAIN PURPOSE OF THE POSITION:

- 2.1 Plan and teach management modules.
- 2.2 Design and implement assessment items
- 2.3 Research and implement best industry practices
- 2.4 Contribute to institutional capacity building through innovation and research of curriculum, academic inputs and international exchange programmes
- 2.5 Mentor student's research projects

### 3. GENERAL ROLES AND RESPONSIBILITIES

#### 3.1 Teaching

- 3.1.1 Teach modules (full time) and support students within the subject area at least up to the undergraduate level
- 3.1.2 Set and mark assessments, and advise students on their progress
- 3.1.3 Develop and deploy teaching-learning materials in area of own expertise
- 3.1.4 Plan and review the approaches to learning
- 3.1.5 Take responsibility for organizing own activities and for the management of allocated resources

#### 3.2 Research and Innovation

- 3.2.1 Generate fund for the University through research projects, consultancies and advices
- 3.2.2 Supervise research projects and dissertation where these are part of the programme(s) of study
- 3.2.3 Contribute to design of research projects and define methods such as conducting surveys and focused interviews
- 3.2.4 Carry out literature searches within pre-specified parameters



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- 3.2.5 Run analysis/interpreting data using specified and agreed techniques/models
- 3.2.6 Prepare summary reports of research methods/findings
- 3.2.7 Contribute to dissemination and publication of research findings and
- 3.2.8 Carry out small-scale research projects on their own or as a lead in a team and publish some quality papers including few in reputed journals

### 3.3 Services

- 3.3.1 Contribute as resource persons, coordinators or organizers for various professional development activities within the College/University as well as for those outside
- 3.3.2 Participate in developing and promoting a clear vision of the College's/unit's strategic direction
- 3.3.3 Participate as a team member to support senior colleagues, who have delegated responsibility for specific strands of work/sub-units
- 3.3.4 Contribute to the operation of the University by participating in decision-making and governance including committees or taskforce as appropriate, at college and/or University level
- 3.3.5 Represent and promote the University externally – nationally and internationally e.g., managing relations with external partners and stakeholders
- 3.3.6 Coordinate the organization of conferences, seminars, workshops and/or working with relevant experts in the area of specialization and
- 3.3.7 Provide guidance to other staff and students

*(Note: General roles and responsibilities for higher positions will be different from that given above which is specifically for Assistant Lecturer's position. Refer RWA for general roles and responsibilities for all positions)*

### 4. SPECIFIC ROLES AND RESPONSIBILITIES:

The faculty recruited through this advertisement should be able to teach and assess the following digital marketing modules:

- Foundation of Digital Marketing
- Digital Advertising Strategies & Implementation
- Digital Advertising & Promotion
- Digital Public Relations Techniques
- Advanced Digital Marketing Strategies
- Design Principles for Effective Communication



## 5. KNOWLEDGE, SKILLS & ABILITIES (KSA) REQUIREMENTS

- 5.1 Education Qualification: *PhD/Master/Bachelors (Digital Marketing/Marketing)/Any other relevant qualification*
- 5.2 Experience: Preference may be given to those with industrial experience in digital marketing and/or with teaching experiences in relevant area.
- 5.3 Knowledge Skills and Abilities:
  - Ability to demonstrate high level of commitment to teaching
  - Ability to listen and being open to multiple views, perspectives, and feedback
  - Engagement in continuous learning and development, and committed to continuous improvement by way of recognizing to change personal, interpersonal and managerial behavior
  - Sound skills in research, analysis and dissemination of knowledge mainly by way of publication
  - Ability to master in a particular field of specialization and provide excellent learning outcomes among the students