

ROYAL UNIVERSITY OF BHUTAN
POSITION PROFILE
Digital and Multi Media Skills

1. JOB IDENTIFICATION

1.1 Position Title	Assistant Lecturer / Associate Lecturer / Lecturer
1.2 Position Level	PL 6 / PL 5 / PL 4
1.3 Occupational Group	Academics
1.4 College	Trongsa College of Heritage and Contemporary Studies

2. MAIN PURPOSE OF THE POSITION

Undertake academic teaching of undergraduate modules in Digital Skills, Digital Transformation, Digital Storytelling, Multimedia Production, Graphic Design, Digital Marketing, Social Media Strategy, E-Commerce, Cultural Communication, and related areas. Support applied learning, research, innovation, and service activities that strengthen digital literacy, creative enterprise, technology-enabled learning, and professional development within the College and the Royal University of Bhutan.

3. GENERAL ROLES AND RESPONSIBILITIES

3.1 Teaching

- i. Teach modules related to digital literacy, computer applications, digital communication, online collaboration tools, GenAI, digital storytelling, multimedia production, graphic design, digital marketing, social media strategy, e-commerce, and cultural communication.
- ii. Deliver lectures, workshops, studio- and lab-based learning, practical production sessions, digital simulations, and technology-enabled learning activities.
- iii. Develop learning materials and administer practical and theory-based assessments aligned with programme and module learning outcomes.
- iv. Provide timely academic feedback on projects, assignments, digital portfolios, campaigns, and creative productions.
- v. Guide students in digital content creation, branding, campaign development, analytics, multimedia storytelling, and digital venture development.
- vi. Facilitate experiential, collaborative, and project-based learning through media production, digital tasks, and applied technology assignments.
- vii. Integrate industry-relevant digital tools, platforms, analytics, emerging technologies, and AI-supported creative tools into teaching and learning.
- viii. Promote the ethical and responsible use of digital media, online communication, intellectual property, copyright, and data-informed technologies.
- ix. Organise hackathons, exhibitions, digital showcases, campaigns, competitions, media presentations, and innovation events to support applied learning.
- x. Provide academic advising, mentoring, and guidance to students on creative, professional, and entrepreneurial development.
- xi. Continuously improve digital pedagogy and teaching practices to strengthen student learning outcomes, innovation, and employability.

3.2 Research and Innovation

- i. Conduct research in digital media, digital marketing, social media, digital innovation, technology, and creative industries.
- ii. Undertake research related to digital transformation, analytics, emerging technologies, audience engagement, platform communication, and cultural entrepreneurship.
- iii. Develop research outputs including reports, publications, policy briefs, academic papers, and creative digital projects.
- iv. Seek collaborations, partnerships, and funding opportunities related to digital innovation, creative technologies, and enterprise development.

3.3 Services

- i. Participate in curriculum development, module alignment, programme review, and academic quality enhancement activities.
- ii. Contribute to College and University strategies and initiatives related to digital literacy, digital transformation, innovation, and entrepreneurship.
- iii. Support colleagues in integrating appropriate digital tools and technologies into teaching and professional practice.
- iv. Serve on academic committees, task forces, working groups, and other College or University assignments.
- v. Build partnerships with technology firms, innovation hubs, media organisations, digital agencies, start-ups, ministries, cultural institutions, creative industries, and other relevant stakeholders.
- vi. Organise workshops, seminars, exhibitions, competitions, professional development programmes, and industry-linked events.
- vii. Contribute to community engagement and outreach activities related to digital literacy, media literacy, digital communication, innovation, and cultural promotion.

4. SPECIFIC ROLES AND RESPONSIBILITIES

4.1 Teaching Areas

Teach modules and learning activities related to the following areas:

- Digital literacy and computer applications;
- Digital communication and online collaboration tools;
- Generative AI, emerging technologies, and practical uses of technology for learning and professional development;
- Digital storytelling, multimedia production, and cultural communication;
- Graphic design, audio-visual production, and creative content development;
- Digital marketing, social media strategy, audience engagement, and analytics;
- E-commerce, digital branding, digital enterprise, and venture development.

4.2 Specific Tasks

- i. Develop, review, and update module descriptors, module outlines, learning materials, studio and lab activities, and assessment strategies.
- ii. Design practical assessments including multimedia projects, digital portfolios, campaigns, analytics reports, social media strategies, creative productions, and venture proposals.
- iii. Supervise student projects and assignments related to media production, storytelling, technology, branding, analytics, digital enterprise, and innovation.
- iv. Facilitate industry-linked learning through collaboration with digital agencies, media organisations, technology firms, start-ups, ministries, cultural organisations, digital platforms, and creative enterprises.
- v. Support curriculum development and ensure alignment between modules, programme learning outcomes, assessment methods, and emerging professional practices.

- vi.** Mentor students in digital branding, content strategy, analytics, communication, entrepreneurship, and responsible technology use.
- vii.** Guide students in the ethical and responsible use of digital media, online communication, GenAI, copyright, and intellectual property.
- viii.** Integrate emerging technologies, digital platforms, analytics tools, content management systems, and AI-supported creative tools into teaching and project work.
- ix.** Maintain accurate academic records, assessment results, project documentation, and evidence of student learning.
- x.** Organise applied learning events such as hackathons, exhibitions, showcases, campaigns, competitions, and media presentations.
- xi.** Continuously update professional knowledge and improve digital teaching practices to support relevance, innovation, student learning, and employability.

5. KNOWLEDGE, SKILLS AND ABILITIES (KSA) REQUIREMENTS

5.1 Education

- i.** Minimum of a bachelor's degree Interactive Design and Development.
- i.** Relevant teaching, research, industry, or professional experience in multimedia production, digital communication, digital marketing, technology management, media production, innovation, or creative industries.
- ii.** Experience in digital content creation, social media management, video production, graphic design, analytics, e-commerce platforms, content management, or start-up ventures will be an advantage.
- iii.** Relevant experience shall be considered as per the lateral entry criteria.

5.3 Knowledge, Skills and Abilities

- i.** Knowledge of digital literacy, computer applications, digital communication, online collaboration tools, GenAI, and the practical use of technology for learning, innovation, and professional development.
- ii.** Strong understanding of digital storytelling, multimedia communication, creative media production, and cultural communication.
- iii.** Proficiency in graphic design, video editing, audio editing, digital content creation, and related production tools.
- iv.** Knowledge of digital marketing strategies, social media communication, audience engagement, branding, and content strategy.
- v.** Understanding of analytics tools, digital platforms, content management systems, e-commerce systems, and data-informed decision-making.
- vi.** Understanding of digital innovation, digital transformation, entrepreneurship, and enterprise development.
- vii.** Knowledge of intellectual property, copyright, ethical communication, and responsible digital and AI practices.
- viii.** Ability to supervise applied multimedia, technology, digital enterprise, and venture-based projects.
- ix.** Ability to integrate creative technologies and digital tools across programmes and learning contexts.
- x.** Strong communication, collaboration, and stakeholder engagement skills.
- xi.** Project management, applied research, and innovation capability in digital, technology, and creative industry contexts (added advantage).
- xii.** Research and academic writing skills (added advantage).
- xiii.** English and Dzongkha language skills (added advantage).