



Please refer to the [How to Apply for a Job \(for External Candidates\)](#) job aid for instructions on how to apply.

If you are an active McGill employee (ie: currently in an active contract or position at McGill University), do not apply through this Career Site. Login to your McGill Workday account and apply to this posting using the Find Jobs report (type Find Jobs in the search bar).

Faculty/Unit: The School of Continuing Studies, Global & Strategic Communication

FACULTY LECTURER – Marketing

Reference: JR0000044022

APPLY ONLINE:

https://mcgill.wd3.myworkdayjobs.com/McGill_Careers/job/Sherbrooke-680/Faculty-Lecturer_JR0000044022

Summary:

McGill University's School of Continuing Studies (SCS), situated in Montreal, Quebec, Canada, invites applications for the position of full-time, campus-based Faculty Lecturer in Marketing to provide academic leadership and play a key role in the growth and development of academic programs in the Global and Strategic Communication domain. A specialization in marketing, including at least five years of recent work experience in digital marketing, is essential. In addition, work experience in and knowledge of at least of two of the following areas are considered valuable: integrated marketing communications, consumer behaviour, marketing analytics and research, product and services marketing, and customer experience. We are seeking individuals with experience in reaching and representing diverse audiences, in particular equity-seeking or underserved, underrepresented population groups, in these fields.

We are seeking a candidate who is passionate about advancing the teaching of adult learners. They will have experience designing, managing, and teaching in-person and online programs using various teaching approaches and/or educational technologies. This position typically includes both academic and some administrative program oversight responsibilities. The incumbent will contribute to credit (undergraduate and graduate) and possibly non-credit programs.

The School of Continuing Studies (SCS) is one of 12 faculties at McGill University, a public institution of advanced learning ranked in the top 50 universities worldwide. The School serves a diverse and ever-changing adult learner population of 10,000 annually, from pre-collegiate to post-retirement age. It offers a combined total of 60+ credit and non-credit programs and courses at undergraduate, graduate, and professional levels of varying duration, delivered through a variety of formats including online and face-to-face courses, and workshops. Academic content covers the breadth of digital transformation, applied social sciences, management, language acquisition, and communication studies. Emphasis is placed on serving the lifelong learning needs of adult learners of all ages, First Nations, other under-served or under-represented populations, global communities, and non-traditional adult learners.

SCS works in close partnership with practitioners, employers, community organizations, professional associations, and international partners.

Position Description:

This is a full-time, ranked academic, non-tenure stream (Contract Academic Staff) position with an initial appointment of two (2) years based at McGill's downtown campus in Montreal, Quebec, Canada. The successful applicant will work under the supervision of the Academic Domain Director of Global and Strategic Communication, and teach courses in SCS undergraduate, graduate, and/or professional (non-credit) programs (in Marketing and Digital Marketing) and assume key administrative and leadership roles, including that of Academic Program Coordinator (Marketing programs), and engage in professional service/contribution to SCS, McGill, and external communities. Teaching excellence, professional work experience, expertise in fostering active learning and inclusive environments, and curriculum development are strongly sought qualities.

Position responsibilities:

This position involves teaching and related administrative and supervisory responsibilities. Duties performed include (but are not limited to) the following:

- Teach up to the equivalent of 18 credits per academic year (undergraduate and/or graduate level, credit and/or non-credit professional courses) with the highest academic standards. The actual course load will depend on the scope of academic and administrative responsibilities and special projects as determined in consultation with the Academic Director of Global and Strategic Communication and the Dean's office.
- Lead the design, development, and delivery of the academic content of credit and non-credit programs tailored for undergraduate and graduate students and partners in collaboration with internal and external stakeholders.
- Assume primary responsibility for maintaining the academic rigour of these courses, and ensure that pedagogical methods are up to date.
- Recruit and mentor course lecturers in terms of best practices in teaching and learning, and invite guest speakers and visiting practitioners to classes.
- Provide leadership, mentorship, and guidance to course lecturers in best practices in teaching, course design, and assessment for learners that foster equity, diversity, and inclusion in and out of the classroom.
- Serve on departmental, School, and University committees and workgroups as needed and as available.
- If needed, in collaboration with the SCS instructional design team, course lecturers, and other relevant stakeholders, complete the development of any online courses in Marketing or related fields.
- Liaise with appropriate professional associations and business organizations to ensure that programs are aligned with industry and job market needs.
- Contribute to the School's and University's strategic goals and values, such as community and international engagement, and creating an inclusive and diverse teaching and learning environment.
- Other duties as assigned.

Education and Experience Required:

- Minimum of a Master's degree or similar (MBA, MTech) (Doctorate preferred) with at least one university degree with a Marketing concentration or in another relevant field.
- At least three years' teaching experience in marketing-related courses in a university (preferably graduate level) or corporate context, as well as in developing university-level courses and programs.

- At least five years' of recent (current preferred) professional experience in the Marketing field. In addition to work experience in Digital Marketing (essential), a focus on at least two of the following areas are required:
 - Marketing analytics and research
 - Product or services marketing
 - Integrated marketing communications
 - Customer experience
 - International marketing

Other Qualifying Skills and/or Abilities

- Demonstrated ability to foster inclusive and interactive learning.
- Experience working with underserved, underrepresented, and/or Indigenous learners, including members of [designated equity groups](#)
- Experience in using technologies to support student learning and program delivery.
- Ability to work both independently and as part of a team.
- Demonstrated commitment to staying updated with research and advances in the relevant areas of specialization.
- Strong interpersonal, time-management, and organizational skills.
- Experience in developing courses and programs, universal design for learning, academic advising, and student success strategies in the relevant areas of specialization.
- Excellent written and oral communication skills in English; fluency in French is an asset.
- Experience in collaborating across disciplines, presenting or publishing in the field, or other forms of knowledge sharing and dissemination.
- Demonstrated teaching excellence in the relevant area(s) of specialization, with a solid ability to establish an inclusive classroom environment and effectively manage student participation and group interactions.
- Knowledge of French and English. McGill University is an English-language university where day to day duties may require English communication both verbally and in writing (on the job language training is available).
- Commitment to the values of university continuing education.

Additional Experience and Qualifications Considered an Asset

- Experience in seeking, writing, and managing grants or contracts.
- Knowledge of, and/or experience with, ESG (Environmental, social, and corporate governance) or sustainability principles.
- Experience in higher education academic administration, supervising and mentoring instructional staff.
- Knowledge of online, virtual, blended, and hybrid course development, delivery, and needs assessment and evaluation.
- Research and scholarly activity in the field of expertise (e.g., presentations at marketing-related conferences, publications in journals, media expert, etc.).

Job Type:

Contract Academic Staff

Rank:

Faculty Lecturer

Length of Appointment:

Two (2) years, Renewed appointment possible pending available funding and performance.

Salary:

Salary will be commensurate with qualifications and experience.

Posting Period:

Please submit your application within 30 days of the publication of this advertisement. This is a full-time, ranked academic, non-tenure-track position with an initial appointment of two (2) years. The desired start date is **January 2024**. Positions remain open until filled. Priority is given to candidates who submit their applications by September 8, 2023.

Required Documents and Process for selection:

Applications should include the following materials, preferably in a *single PDF*:

- Cover letter summarizing relevant educational background, teaching, and work experience.
- Curriculum vitae tailored to this position.
- Name, affiliation, and contact information of three references (References will not be contacted without prior consent).
- Statement of Teaching Philosophy and Approach.
- Candidates can also submit their teaching evaluations and a syllabus for the course(s) they have developed or taught for the two most recent years, if available (may be uploaded separately if challenging to combine as a single PDF).
- Applicants who make the finalists' list will be asked to provide three (3) letters of reference at the appropriate time.

Applications should be addressed to the Search Committee and uploaded in Workday. We thank all applicants for their interest in McGill University. However, the School of Continuing Studies will only contact applicants selected for an interview.

McGill University is committed to equity and diversity within its community and values academic rigour and excellence. We welcome and encourage applications from racialized persons/visible minorities, women, Indigenous persons, persons with disabilities, ethnic minorities, and persons of minority sexual orientations and gender identities, as well as from all qualified candidates with the skills and knowledge to engage productively with diverse communities.

At McGill, research that reflects diverse intellectual traditions, methodologies, and modes of dissemination and translation is valued and encouraged. Candidates are invited to demonstrate their research impact both within and across academic disciplines and in other sectors, such as government, communities, or industry.

McGill further recognizes and fairly considers the impact of leaves (e.g., family care or health-related) that may contribute to career interruptions or slowdowns. Candidates are encouraged to signal any leave that affected productivity, or that may have had an effect on their career path. This information will be considered to ensure the equitable assessment of the candidate's record.

McGill implements an employment equity program and encourages members of designated equity groups to self-identify. It further seeks to ensure the equitable treatment and full inclusion of persons with disabilities by striving for the implementation of universal design principles transversally, across all facets of the University community, and

through [accommodation policies and procedures](#). Persons with disabilities who anticipate needing accommodations for any part of the application process may contact, in confidence, accessibilityrequest.hr@mcgill.ca.

All qualified applicants are encouraged to apply; however, in accordance with Canadian immigration requirements, Canadians and permanent residents will be given priority.