

**School of Continuing Studies - Continuing Professional Education
Job Posting**

Digital and Content Marketing Curriculum Developers and Instructors Needed

Start Date: ASAP - posting open until positions filled

York University, founded in 1959, is now Canada's third largest university. The School of Continuing Studies was established in 2015 and is quickly becoming a leader in adult learning, serving working professionals and diverse communities while offering an unparalleled academic experience.

ABOUT THE PROGRAM

Digital and content marketing are the fastest developing areas in the field of marketing. To meet the need for organizations to find qualified talent in this area, we have created a cluster of digital and content marketing certificates, in a variety of formats. Each course will have 36 contact hours. The part-time, blended format combines one-weekend block of face-to-face with seven weeks of online study. The full-time, face-to-face format offers thirteen, 3-hour, sessions over 6.5 weeks.

POSITION DESCRIPTION

We are seeking experienced and credentialed subject matter experts (SME's) to develop and/or teach courses in our cluster of digital and content marketing certificates under the direction of the Program Manager and the instructional design team.

COURSES

Digital Marketing (*course titles subject to change*)

1. Fundamentals of Digital Marketing Strategies
2. Marketing for Search Engines
3. User Engagement and Marketing Automation

Content Marketing (*course titles subject to change*)

1. Planning and Analysis for Content Creation
2. Content Creation
3. Content Promotion and Amplification

CURRICULUM DEVELOPMENT DUTIES

- Develop the course curriculum for both course formats (blended and face-to-face) using templates and processes provided by York University's School of Continuing Studies.
- Develop course outcomes that align with the program outcomes to ensure students learn the knowledge and skills needed to become digital or content specialists.
- Design strategies and tactics for assessing student learning that ensure students will successfully master the outcomes.

- Develop course materials and learning strategies that ensure students successfully complete the assessments, including threading T of the T cross functional skills into the curriculum and assessments.
- Develop a course outline, including a course description and learning plan document, to guide the course instructor and students.
- Participate in QA testing and course review after initial offering, and make edits as needed.

INSTRUCTOR DUTIES

- Offer innovative approaches to quality teaching and learning that improve student experiences and outcomes, while ensuring the materials are presented professionally and meet the standards of the School of Continuing Studies.
- Ensure course content/materials and assessments remain current and relevant.
- Communicate with students in a supportive and professional manner.
- Provide constructive feedback and grades to students in a timely fashion.
- Respond promptly to office requests regarding student record keeping.
- Periodically help with other program matters, including course updating, student recruitment and selection, transfer of credit review, etc.

QUALIFICATIONS

- Post-Secondary credential in a relevant field.
- 5+ years of senior level marketing experience.
- 3-5 years of experience strategizing and executing digital and content marketing
- 3+ years of experience/familiarity with a variety of digital and social media platforms (i.e. Facebook, YouTube, Instagram, LinkedIn, etc).
- Knowledge/experience reviewing and interpreting digital and content marketing campaign results using a "PESO" type model - **P**aid, **E**arned, **S**hared, **O**wned.
- Curriculum development, facilitation and teaching skills with adult learners preferred.
- Demonstrated ability working in a team environment with excellent interpersonal, organizational and time management skills.
- Critical thinker and problem solver who communicates exceptionally well.
- Professional and ethical.

For More Information and to Apply:

Please submit a cover letter describing your area of expertise, a current resume and which course(s) you are interested in developing and/or teaching.

Todd Rich, Program Manager

scsinst@yorku.ca

(based on your interest, please put digital or content marketing in the subject line)