

## Instructor, Marketing

### Applied Commerce and Management Education

Applicants are to clearly demonstrate how they satisfy the selection criteria in their written submissions and must identify the competition number when submitting their application.

This competition may be used to establish a 12 month eligibility list of qualified candidates for future vacancies.

#### DUTIES

Reporting to the Chair of Applied Commerce and Management Education, the Instructor will be responsible to teach Marketing related courses which may be delivered on campus at the Winnipeg campus. Some online or blended course delivery may be required. Duties will include the preparation of course materials and examinations, instruction of students and evaluation of course materials. Courses may include, but are not limited to Marketing Foundations, Consumer Behaviour, Integrated Marketing Communications, Professional Selling, Marketing Research, Digital Marketing 1 & 2, International Marketing, Service Marketing, Event Marketing and Management, Project Management and Marketing Strategy. Duties related to instructing include: curriculum development and maintenance, preparing course outlines, maintaining student records, student evaluation, assisting in college activities including student orientation, graduation, and relevant committees.

#### REQUIRED QUALIFICATIONS

- Post secondary education in Marketing, Business, or related field; an equivalent combination of education and experience may be considered.
- Significant and progressive experience in marketing positions
- Clear understanding of the importance of marketing research, user experience, and the role of data analytics.
- Demonstrated experience in web marketing, including website management, digital marketing, social media, or related tools and programs.
- Exemplary written communications skills
- Excellent oral communications skills
- Excellent presentation skills
- Exemplary interpersonal skills
- Demonstrated leadership skills
- Experience building a respectful workplace culture that promotes diversity, learning and continuous improvement

#### ASSETS

- Experience with online development/delivery and alternative teaching methods
- Experience instructing at a post secondary institution
- Demonstrated experience and success managing client relationships, in either B2B or B2C sales roles.
- Graduate degree

#### CONDITIONS OF EMPLOYMENT

- Applicants must be legally entitled to work in Canada
- This position may be required to work evenings and/or weekends
- This position may be required to work throughout the academic year including the summer months
- Instructors are required to complete the Teaching for Learning (TFL) in Applied Education program or have previously completed the Certificate in Adult Education (CAE)
- May be required to work at various RRC campuses

RRC Polytech campuses are located on the lands of Anishinaabe, Ininiwak, Anishinew, Dakota, and Dené, and the National Homeland of the Red River Métis.

We recognize and honour Treaty 3 Territory Shoal Lake 40 First Nation, the source of Winnipeg's clean drinking water. In addition, we acknowledge Treaty Territories which provide us with access to electricity we use in both our personal and professional lives.

#### COMPETITION NUMBER

2023-096

#### CLOSING DATE

June 14, 2023

#### SALARY

\$58,744 - \$87,246 per annum\*

#### POSITION LOCATION

Exchange District Campus

#### POSITION TYPE

2 Full-Time Positions Available  
Anticipated Start August 8, 2023

#### APPLY ONLINE AT

[rrc.ca/careers](http://rrc.ca/careers)

RRC Polytech is a leader in applied learning and innovation. Our talented team of employees is passionate about education, innovation and student success. We offer competitive salaries, extensive benefits and the opportunity for personal and professional growth in a rewarding career.

At RRC Polytech we are committed to fostering an inclusive environment, where all employees and students feel valued, respected and supported. We aspire to have a workforce that is representative of the diversity within our communities, and welcome applications from women, Indigenous Peoples, persons with disabilities, racialized persons, persons of the 2SLGBTQIA+ community and others who may contribute to the further diversification of ideas. All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority.

If you require this information in an alternate format, please contact [humanresources@rrc.ca](mailto:humanresources@rrc.ca).



RRC Polytech is committed to providing accessible employment, and ensuring that our recruitment, assessment and selection process is barrier free. If a candidate requires accommodation during the hiring process, Human Resources Services will work with the individual to meet their needs. We thank all applicants for their interest, but only those selected for an interview will be contacted. For more information and other employment opportunities, visit [rrc.ca/hr](http://rrc.ca/hr)