

Job Posting

Position: Instructor, [Diploma in Digital Marketing](#)

Posting Date: Seeking instructors for Winter 2027 onward

Closing Date: ongoing until filled

Format: **face-to-face**; 39 hours (3 hours classroom time, once per week) per section, plus preparation

Pay: Dependent upon class size (starting at \$6,100)

POSITION SUMMARY

The Division of Continuing Studies is interested in developing long-term relationships with outstanding instructors who have high professional standards, excellent communication skills, enthusiasm and a commitment to creating learning experiences immersed in adult education principles.

We are seeking a professional who desires the opportunity to share their knowledge and experience in the field of marketing and communication for our non-credit [Digital Marketing Diploma](#) program. This is an **in-person teaching position**, and only candidates who are available and able to deliver instruction on-site will be considered.

QUALIFICATIONS

- Master's Degree in a related field or an equivalent combination of education and experience;
- Demonstrated industry experience with the ability to enhance teaching through real-life examples; current employment or active involvement in the field is considered an asset
- Excellent interpersonal, communication, and facilitation skills;
- Previous teaching experience (designing content for a course, training or presentation) is preferred;
- EDI knowledge and ability to communicate comfortably while remaining open to new and challenging ideas;
- An understanding of the needs of the increasingly diverse workforce.
- Instructional experience with adult or non-traditional learners and/or distance education is considered an asset.

KEY DUTIES/RESPONSIBILITIES:

- Develops and provides students with an approved Division of Continuing Studies syllabus based on the provided course description and learning outcomes, including detailed assignment dates, descriptions, list of readings and resources, rubrics, schedule and evaluations;
- Organizes, prepares, and regularly revises and updates all course material;
- Uses appropriate technological options for course-related software, as applicable;
- Models effective oral and written communications that engage learners, provide clarity, and provide a rich learning environment for participants;
- Ensures all content delivered corresponds with overall course learning outcomes;

- Demonstrates consistency and fairness in the preparation and grading of submitted work and ensures that feedback is timely and comprehensive.

COURSE DESCRIPTIONS

We are seeking face-to-face instructors for the following courses:

1. *BMBA 240 [Marketing](#)
2. *BMBA 450 [Social Media Marketing](#)
3. BMBA 470 [Managing in the Digital Economy](#)
4. *DIGM 300 [Digital Marketing Concepts and Execution](#)
5. DIGM 440 [Content Marketing Creation and Strategy](#)
6. *DIGM 420 [Search Engine Optimization](#)
7. DIGM 430 [Marketing Analytics](#)
8. DIGM 480 [Special Topics in Digital Marketing](#)

* indicates high priority.

Please visit our [website](#) for more information.

Pay Rate: the stipend for course delivery is \$6,100 (CAD), which is subject to the number of student enrollments.

APPLICATION PROCEDURE

Please submit a cover letter and current resume (in PDF format), highlighting your area of expertise relevant to the course mentioned above, along with any experience in course development (if applicable). Kindly send your documents to Itzel Vargas Araluce ([she/her](#)), Program Coordinator: itzelvargasaraluce@uvic.ca

EQUITY AND DIVERSITY STATEMENT

UVic is committed to upholding the values of equity, diversity, and inclusion in our living, learning and work environments. In pursuit of our values, we seek members who will work respectfully and constructively with differences and across levels of power. We actively encourage applications from members of [groups experiencing barriers to equity](#).

TERRITORY ACKNOWLEDGEMENT

We acknowledge and respect the Lək̓ʷəŋən (Songhees and X̱wsep̓səm/Esquimalt) Peoples on whose territory the university stands, and the Lək̓ʷəŋən and W̱SÁNEĆ Peoples whose historical relationships with the land continue to this day.