Job Description

Job Title: Instructor Marketing

Division: Business & Accounting **FLSA:** Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Function:

Central Piedmont Community College is a comprehensive institution which places primary emphasis on excellence in classroom instruction. Faculty members are expected to demonstrate and maintain competence in each of the following areas throughout their employment at the college.

Characteristic Duties and Responsibilities

I. Mastery of Subject Matter

a. Demonstrate a thorough and accurate knowledge of their field or discipline.
b. Display an ability to interpret and evaluate the theories of their field or discipline.
c. Connect their subject matter with related fields.
d. Stay current in their subject matter through professional development, involvement in professional organizations, and attending professional meetings, conferences, or workshops.
e. Learn and use technology to enhance teaching and the educational experience when appropriate.

II. Teaching Performance

a. Teach a course load appropriate to their field or discipline.
b. Plan and organize instruction in ways that maximize documented student learning.
c. Employ appropriate teaching and learning strategies to communicate subject matter to students.
d. Modify, where appropriate, instructional methods and strategies to meet diverse student needs.
e. Employ available instructional technology, i.e. the internet, telecourses, interactive technology, when appropriate.
f. Encourage the development of communication skills and higher order thinking skills through appropriate assignments.
g. Contribute to the selection and development of instructional materials in accordance with course objectives.
h. Incorporate core competencies into curriculum.
i. Develop, update, and post course syllabi in a timely manner.

III. Evaluation of Student Learning

a. Establish meaningful learning student learning outcomes for courses/programs.
b. Develop and explain methods that fairly measure student progress toward student learning outcomes.
c. Evaluate student performance fairly and consistently and return student work promptly to promote maximum learning.
d. Maintain accurate records of student progress and submit final grade rosters to division administrator each semester according to established deadlines.
e. Demonstrate sensitivity to student needs and circumstances.

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IV. Support of College Policies and Procedures

a. Teach classes as assigned in a multi-campus environment.
b. Teach credit or non-credit courses within field or discipline as needed.
c. Post and maintain regular office hours to ensure accessibility to colleagues and to students for advisement and consultation.
d. Serve as faculty advisor within the current college advisement system.
e. Prepare, distribute, and submit syllabi and approved course outlines for all assigned sections in accordance with program and divisional policies.
f. Maintain confidentiality of student information.
g. Substitute for other instructors within field or discipline in case of an absence.
h. Exercise stewardship of college facilities and materials.

V. Participation in College, Division, and Program Activities

a. Serves on college, divisional, and program committees as assigned.
b. Participate in meeting and events required by the college, division, and program administrators.
c. Respond in a timely fashion to information requests from college, division, and program administrators.
d. Support both part-time and full-time colleagues.
e. Contribute to program and division curriculum development processes.
f. Participate in graduation ceremonies
g. Provide attendance data as required
h. Demonstrated strong interpersonal skills in communication with students, colleagues, staff and administrators as an individual or as a part of a team.

VI. Contribution to Growth and Enhancement of College Mission and Programs

a. Maintain familiarity with college goals, mission, and long-range plans.
b. Contribute to planning and development processes through appropriate mechanisms and channels.
c. Participate in professional activities that contribute to the educational goals on the college and its constituents.
d. Perform professional responsibilities in accordance with pertinent goals, missions, and plans of the college, division, and programs.
e. Participate in the marketing, recruitment, and retention of students, faculty and staff.

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Reporting Relationships:

Direction Received: Receives general guidance and direction from the program chair; receives direct supervision from the division chair

Direction Given: No authority or responsibility for the supervision of others, project direction, or program Administration

Minimum Requirements:
Master's Degree in Marketing or Master's Degree with 18 graduate semester hours in Marketing from a regionally accredited institution. Flexible schedule to include evenings at multiple campuses. Unofficial transcripts are required with your online application.

Preferred Qualification:
Relevant industry experience and teaching experience in a community college or university setting

Working Conditions:

Typical classroom environment

Student copies of all transcripts are required with the CPCC application for faculty positions. Originals of all college transcripts are required at the date of hire.

The intent of this job description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade. Sept. 2012