

Marketing and Digital Media Instructor
Canadian Business College – Toronto, ON

Company: Canadian Business College

Role: Marketing and Digital Media Instructor

Company Description:

Incorporated in 1992, the Canadian Business College (“CBC”) is an award-winning Private Career College that offers a broad range of professional training and diploma programs in accounting, business, law, computer programming, graphics, child care, and health care. CBC offers courses through its three campuses in Toronto, Scarborough and Mississauga. Recent awards include: (i) Gold Consumers Choice Award for Business Colleges in Toronto (2012), (ii) Gold Consumers Choice Award for Computer Training in Toronto (2012) and, (iii) Top Choice Award for Business Schools in the GTA (2011).

Job Description: Marketing and Digital Media Instructor

Canadian Business College is looking for an enthusiastic, creative and dedicated instructor who has strong communication and interpersonal skills combined with a love for technology to teach the Marketing and Digital Media program. The instructor will be required to teach marketing theory and practice with the use of digital media as well as accompanying software.

Responsibilities Include:

- Assisting students in a variety of ways through labs, workshops and computer-based training
- Administer exams and grade students as needed
- Perform administrative tasks including updating student records & files

Knowledge, Skills & Abilities:

- Advanced knowledge and understanding of Photoshop, Illustrator, InDesign, XHTML w/ CSS, •

Experience with:

- Digital audio and video editing
- Web design with Dreamweaver
- Scripting and creating a storyboard
- Flash animation with Action Script
- Knowledge of and experience with marketing principles and experience with digital media as a part of marketing strategy
- Microsoft Windows

Qualifications:

- 24 months of occupational marketing experience along with either:
 - o Any degree, diploma or certification in marketing or related;
 - o 36 months of teaching experience in the field of marketing;
 - o An additional 24 months of occupational experience in marketing or related
- Flexibility to teach at any campus location depending on demand
- Must be authorized to work in Canada

Job Details:

Location: Mississauga