



WORLD UNIVERSITY
O F B A N G L A D E S H

UGC & Govt. Approved

A University for Quality & Utilitarian Education

FACULTY OF BUSINESS ADMINISTRATION

JOB DESCRIPTION & PERSON SPECIFICATION FOR LECTURER

1. JOB INFORMATION

Post Title: **LECTURER OF MARKETING**
Mode: **Full Time**
Ref No: **WUB/FBA/MARKETING_LEC/2026(001)**

2. JOB DESCRIPTION

Main Duties and Responsibilities

1. To take responsibility for the development and delivery of learning, teaching materials, and assessment.
2. To ensure that students have an effective learning experience by providing high quality academic guidance.
3. To undertake professional development in support of teaching and applied research, and if appropriate in support of student welfare and curriculum management.
4. Beside these the candidate is required to -
 - A. Maintain academic discipline, Performance monitoring of junior teachers, maintain students records in the University management system, Member as a thesis defense panel and thesis supervision committee.
 - B. Prepare and modify the course syllabus and course outlines.
 - C. Conduct research in different areas and publishes findings in scholarly journals.
 - D. Perform academic administration & other activities as required (exam proctoring, viva conducting, registration duty etc.)
 - E. Meet with and reports the activities to the Vice-Chancellor/BoT of the University/top Management
 - F. Assess students which include setting and marking assignments, class tests and term papers/project works.
 - G. Undertake any other duties as determined by the Management and the Vice Chancellor.

AND such other duties as are within the scope of the spirit of the job purpose, the title of the post and its grading.

Supervision Given

Teaching Assistant, Graduate Assistant, Instructors, and Research Associates as appropriate.

Salary Range: BDT: Tk. 30,574 (Starting) – Tk. 44,939 / Month, depending on fulfilling criteria.

PERSON SPECIFICATION FOR LECTURER

ATTRIBUTES	ESSENTIAL	DESIRABLE
Education / Qualifications	Must have a Master Degree in Marketing with 4 years Bachelor degree from any recognized University with CGPA of not less than 3.71 in each exam.	Research and relevant publications. PhD candidates are preferred.
Publication and Teaching Experience	Number of publications: Not Applicable Teaching experience: Not applicable	Evidence of communication to the wider student experience e.g. in employability/enterprise initiatives, student welfare.
Job Related Skills and Capabilities	Ability to work independently, to take the initiative, and to innovate ability to identify and secure opportunities for development of the Department/ University. Suitable level of proficiency in ICT and understanding of its application to teaching, learning and applied research.	Evidence of successful external network.
Interpersonal Skills	Effective oral and written communication skills in both individual and group situations. Ability to lead and work as a member of a team or group. Ability to relate to students with diverse backgrounds, ages and experience.	Experience of mentoring or supporting more junior or less experienced colleagues.
Other Requirements	Willing to undertake academic activities in the evening when necessary. Willingness to travel abroad to undertake academic and related activities. Must have knowledge in developing practical teaching materials, case studies and industry-oriented projects for facilitating teaching and research in Marketing.	Competence in more than one language.

Instructions

For further information, please send your enquiries to the Mr. Pronab Roy at pronab.roy@wub.edu.bd. An online application forms must be filled in <http://jobs.wub.edu.bd>.

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Last Date of Application: 09.09.2026