

**DELHI SKILL AND ENTREPRENEURSHIP UNIVERSITY**

Integrated Institute of Technology Campus,  
Sector-9, Dwarka, New Delhi-110077

The Delhi Skill and Entrepreneurship University (DSEU) has been established through an act of the Legislative Assembly of the National Capital Territory of Delhi, namely the "Delhi Skill and Entrepreneurship University Act, 2019 (DELHI ACT 04 OF 2020) to provide quality education in applied sciences and skill education. The University came into existence on 15th August 2020 vide Notification dated 14.08.2020.

The Delhi Skill and Entrepreneurship University (DSEU) is looking for an innovative and dynamic person who desires to be a part of the team that is attempting to redefine the skilling landscape in Delhi. Details of the same are given below:-

S.No.	Name of the post	Professor (Digital Marketing)
1.	Number of Posts	01 Post (Unreserved)
2.	Classification of the post	Category 'A' (Teaching)
3.	Pay Band and Grade Pay/Pay Scale	L-14: Rs.144200 – 218200
4.	Age limit for direct recruits	55 years on the date of application. Relaxation for Govt*. Servant** up to 5 years in accordance with the instructions/ orders issued by Govt. of India from time to time. The crucial date for determining the age limit shall be the closing date for receipt of applications from candidates in India (and not the closing date prescribed for those in Assam, Meghalaya, Arunachal Pradesh, Mizoram, Manipur, Nagaland, Tripura, Sikkim, Ladakh Division of J&K State, Lahaul & Spiti District and Pangri Sub Division of Chamba District of Himachal Pradesh, Andaman & Nicobar Islands or Lakshadweep. *Government means Central Government of India and various Governments of State and Union Territories of the Republic of India. ** Government Servant means employees of Government*, Universities, Government Institutions*, and Autonomous organizations of Government*
5.	Educational and other qualification required for direct recruits	<b>A.</b> An eminent scholar having a PhD degree in the concerned/allied/relevant discipline, and published work of high quality, actively engaged in research with evidence of published work with, a minimum of 10 research publications in the peer-reviewed or UGC-listed journals and a total research score of 120 as per the criteria given in Appendix II, Table 2 of UGC Regulation 2018. <b>B.</b> A minimum of ten years of teaching experience in University as Assistant Professor/Associate Professor/Professor, and/or research experience at the equivalent level at the University/National Level Institutions with evidence of having successfully guided doctoral candidates.
6.	Desirable	<ul style="list-style-type: none"><li>• Fluency in the following topics: Digital Marketing Strategy, Adwords, Google Analytics, SEO, Email Marketing, Social Advertising, Mobile Marketing</li><li>• Preferred experience of being a graphic designer in a design/ advertising/event management company or in a digital marketing firm</li><li>• Research in Digital Marketing</li><li>• Passionate about designing and teaching courses in all formats</li></ul>
7.	Period of Probation	02 years