



**BLOSSOM  
ACADEMY**

## Digital Marketing Instructor

**Location:** Accra, Ghana

**Job Type:** Full-time

### **About Blossom Academy:**

Blossom Academy is a leading education and career development organization committed to empowering individuals with the data skills and knowledge needed to thrive in the modern workforce. We offer a range of programs designed to bridge the gap between education and employment, equipping our learners with the tools to succeed in their chosen careers.

### **Job Description:**

We seek a knowledgeable and passionate Digital Marketing Instructor to join our team. The instructor will be responsible for delivering high-quality training in digital marketing, helping students develop the skills needed to thrive in today's digital landscape. This role involves teaching core digital marketing concepts, guiding students through practical projects, and staying up-to-date with the latest industry trends.

### **Responsibilities:**

- **Instructional Delivery:**
  - Teach comprehensive courses in digital marketing, including topics such as SEO, SEM, content marketing, social media marketing, email marketing, and analytics.
  - Utilize a variety of teaching methods, including lectures, hands-on projects, case studies, and real-world scenarios to ensure student engagement and understanding.
  - Provide additional support to students through one-on-one mentoring sessions and office hours.
- **Curriculum Development:**
  - Collaborate with the academic team to create and update course materials that align with current digital marketing best practices and industry standards.
  - Design and implement practical projects and assignments that allow students to apply their knowledge to real-world marketing challenges.
  - Continuously assess and refine the curriculum based on student feedback and industry developments.
- **Student Mentorship:**
  - Guide students through their learning journey, offering support on academic challenges and career development.
  - Assist students in building portfolios that showcase their digital marketing skills and campaign work to potential employers.
  - Provide career guidance, including resume building, job search strategies, and interview preparation.
- **Assessment and Feedback:**
  - Evaluate student performance through assessments, projects, and participation.
  - Provide timely and constructive feedback to help students improve their digital marketing skills.



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- Track student progress and offer additional resources or support as needed.
- Community Engagement:
  - Participate in Blossom Academy's community events, such as webinars, workshops, and networking sessions.
  - Engage with the broader digital marketing community to stay updated on industry trends and share knowledge.

### **Qualifications:**

- Educational Background:
  - Bachelor's or Master's degree in Marketing, Digital Marketing, Communications, or a related field.
- Experience:
  - Minimum of 3 years of professional experience in digital marketing or a related role.
  - Proven experience in teaching, training, or mentoring is highly desirable.
  - Ability to explain complex marketing concepts in an accessible and engaging manner.
- Technical Skills:
  - Strong proficiency in digital marketing tools and platforms, including Google Analytics, Google Ads, social media management tools, and email marketing software.
  - Experience with SEO, SEM, and content marketing strategies.
  - Familiarity with web development basics (HTML, CSS) and marketing automation tools is a plus.
- Soft Skills:
  - Excellent communication and presentation skills.
  - Strong organizational abilities and attention to detail.
  - A passion for education and empowering others to succeed in the digital marketing field.

### **Preferred Qualifications:**

- Experience with curriculum development and instructional design.
- Industry certifications in digital marketing (e.g., Google Ads, HubSpot, Facebook Blueprint).
- Experience with remote teaching platforms and tools.

To apply, please submit your resume and cover letter to [applicants@blossom.africa](mailto:applicants@blossom.africa). The subject line must read "**Digital Marketing Instructor.**"

Blossom Academy is an equal-opportunity employer. We encourage candidates from all backgrounds to apply.