

JOB DESCRIPTION

Job Title: Lecturer in Digital Marketing & Data Analytics

Grade: AC2

Department: Management & Marketing

Responsible to: Head of School

Responsible for: N/A

Key Contacts: Programme Leaders, Module Leaders, Professional Services staff

Standard Occupational Classification (SoC code): 2311

Non-Contractual Nature of Role Profile: This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

PURPOSE OF ROLE

To conduct high quality research and teaching. The role will focus on delivering high quality education in a variety of formats as well as research and enterprise activities. The person appointed will be expected to:

- Contribute to the delivery of existing teaching, programme development, and to participate in the research carried out in the school.
- Contribute more widely to the design and delivery of teaching activities, reflecting the successful candidate's own subject specialism appropriate for the needs of a diverse student body; across the range of programmes offered by the school.
- Engage in research and professional practice across the subject area and contribute to the research profile of the school and to the REF submission of the relevant research group.

KEY ACCOUNTABILITIES

Team Specific:

- Contribute to the delivery of high quality, innovative and effective teaching and new teaching initiatives, including inclusive approaches to setting and marking
- Lead on personal and academic tutoring of undergraduates

- Lead and support others in the design and develop of new programmes/modules demonstrating excellent curriculum design.
- Contribute to curriculum development within the school.
- Contribute to subject, professional and/or pedagogical research leading to the publication and/or dissemination of original work.
- Contribute to the research profile of the academic unit and to the REF submission of relevant research group.
- To contribute to the development of funding bids which contribute to the acquisition of internal and external resources to fund research, enterprise or teaching projects.
- Contribution to the continuous improvement of the student experience or Lead programmes/modules effectively including adopting a responsive approach to students.
- Effective cross working with Professional Services to support students.
- Contribute to relationship management and engagement with key external bodies for teaching at a regional and national level; the national or regional public/cultural sectors/business, industry/professional bodies in relation to teaching, research or enterprise.
- Maintain effective, high quality and productive working relationships with professional bodies and employers.
- Supervision of undergraduate and postgraduate students
- Work with other academics and lead the development of new programmes, modules, and learning experiences in the school's discipline areas, developing the subject area and sharing best practice across the Faculty and University
- Work with other academics and the administrative teams to deliver excellent student care and support student success and employability.
- Contribute to the general academic administrative work of the school and wider and Greenwich Business School

Generic:

- Assist the team in achieving the school and wider Greenwich Business School KPIs
- Contribute to School plans, activities, and efficient working practices.
- Participate in visit to schools, local community groups, public engagements, and related activity.
- Demonstrate a commitment to equality, diversity and inclusion through teaching practice and / or engagement with university initiatives

- Contribute to peer review and School-based teaching development activities.
- Promote your work and represent your discipline and the work of the University internally and externally, and take a proactive approach to ethical, good practice

Managing Self:

- Develop expertise in inquiry/research-informed teaching with an increasing degree of autonomy.
- Keep abreast of developments within the field and seek continuous improvement of own professional practice.
- Actively participate in established professional development framework activities
- Behave in a manner which reflects the University values and creates a positive environment for work and study.
- Maintain a high standard of student engagement and satisfaction.
- Seek to maximise the learning outcomes of students.

Core Requirements:

- Adhere to and promote the University's policies on Equality, Diversity and Inclusion and Information Security.
- Ensure compliance with Health & Safety and Data Protection Legislation.
- Support and promote the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible.
- Adhere to current legal requirements and best practice relating to digital content and accessibility, including Web Content Accessibility Guidelines when creating digital content.

Additional Requirements:

Undertake any other duties as requested by the line manager or appropriate senior manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that the Greenwich Business School delivers the required level of service.

KEY PERFORMANCE INDICATORS:

- Performance Indicators will be established in consultation with the Head of School as part of the post-holder's annual Appraisal and Professional Development Review

KEY RELATIONSHIPS (Internal & External):

- Students
- Academic colleagues
- Head of School
- Professional Services staff
- Research community in area of subject specialism
- Teaching community in areas of best practice
- Practitioners in subject specialism

PERSON SPECIFICATION

EXPERIENCE:

Essential Criteria

- Delivery and/or leading at undergraduate and/or postgraduate level in the relevant field.
- Conducting high quality, innovative and effective teaching on postgraduate and undergraduate programmes
- Leading programmes/modules effectively including adopting a responsive approach to students.
- Leading and contributing to subject, professional and/or pedagogical research and other scholarly activities in the relevant field
- Student care and pastoral provision

Desirable Criteria

- Postgraduate teaching /supervision
- Creating professional/community partnerships
- Ability to teach across disciplines.
- Leading on external accreditation activity
- Designing and leading significant teaching and assessment activity
- High quality publications
- Initiating the development of Research bids

SKILLS:

Essential Criteria

- Ability to engage with and respond to student feedback.
- Outstanding organisational, IT communication and interpersonal skills

Desirable Criteria

- Curriculum development in relevant field
- Individual and /or collaborative income generation
- Application for research funding and other bids
- Individual and/or collaborative consultancy work

QUALIFICATIONS:**Essential Criteria**

- PhD in a related field (or equivalent) or working towards completion.

Desirable Criteria

- Teaching qualification
- Appropriate professional qualification

PERSONAL ATTRIBUTES:**Essential Criteria**

- We are looking for people who can help us deliver the [values](#) of the University of Greenwich: Inclusive, Collaborative and Impactful.

Desirable Criteria

- N/A