

JOB DESCRIPTION

Job Title:	Lecturer/Senior Lecturer in Advertising and Marketing Communications	Grade:	AC2 – AC3
Department:	Marketing, Events and Tourism	Date of Job Evaluation:	January 2014
Role reports to:	Head of Department		
Direct Reports	None		
Indirect Reports:	None		
Other Key contacts:			
<p>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.</p>			

PURPOSE OF ROLE:

This post is for a highly effective person, capable of delivering high quality teaching on postgraduate and undergraduate Advertising and Marketing Communications courses. The candidate will also have to demonstrate a research active portfolio and research plan for the future within the Marketing, Events and Tourism department of the Faculty of Business

The candidate will be expected to undertake the role of course leader for a number of existing advertising and marketing communications courses (such as Introduction to Advertising, Branding Advertising Campaign Management, Integrated Marketing Communications, Strategic Marketing Communications and Contemporary Issues in Marketing Communications). There is also the potential of undertaking the responsibility for Programme Leadership of the Masters Marketing suite of Programmes. We would welcome a candidate that can demonstrate innovation in their teaching such as the use of simulation games, Flip classroom, Socratic, Paldet, etc. You will also contribute more widely to the design and delivery of teaching activities across the range of courses offered by the department. This teaching will reflect your own subject specialism and be appropriate for the needs of a diverse student body focussed on employability

You will be expected to engage in research and advanced professional practice (e.g. consultancy) in order to enhance and inform your teaching and contribute to the wider academic and business communities. As a member of the department the post holder will endeavour to enhance its reputation for scholarship, quality and innovation through collegiate support for its activities and by contributing to the generation of new ideas.

The department plays a leading role in the school's enterprise, consultancy and employer engagement initiatives. Experience of events management in a commercial setting would be of particular interest.

KEY ACCOUNTABILITIES:

Team Specific:

- To work with a team of other academics to deliver high quality teaching to a diverse range of students.
- To work with other academics on specific research topics aligned to the individual's research interests.
- To work with other academics on the development of research bids.
- To work with other academics on the development of new courses and programmes in the department's discipline areas.
- To work with other academics and the administrative teams to deliver excellent student care.
- To maintain effective, high quality and productive working relationships with employers and professional bodies.

Generic:**Teaching and Professional Practice**

- To maintain high standards in teaching at all levels and in areas related to the department's specialisations as determined by the Head of Department.
- To supervise undergraduate projects and postgraduate dissertations, MPhil/PhD theses as required.
- To keep abreast of developments within their discipline and seek continuous improvement of their own professional practice.

Scholarship and Consultancy

- To participate in the research of the department, maintaining high professional standing in your discipline and developing your own scholarly profile, including a programme of high quality research disseminated primarily in refereed academic journals.

Faculty and University Systems

- To efficiently implement approved policies, guidelines and standard operating procedures in relation to academic duties, including the maintenance of student records, course co-ordination, personal tutoring and assessment.

Student Care

- To maintain an overview of the welfare, progression, examination and assessment of allocated students. Take an active role in developing students' employability skills.

Managing Self

- Maintain a professional presentation of self at all times through effective communications skills, good time management and caring attitude to students. Ability to work effectively and deliver under pressure.

Core Requirements:

- Commitment to key strategic priorities of the Faculty and University
- Ability to travel within the SE London area and North/North East Kent, as the

Faculty may offer continuous professional development courses at other University Campuses or on an in-company basis

- Adhere to and promote the University's policies on Equality and Diversity and Information Security Ensure compliance with Health & Safety regulations
- 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.

Additional Requirements:

- N/A

KEY PERFORMANCE INDICATORS:

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

KEY RELATIONSHIPS (Internal & External):

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

PERSON SPECIFICATION

Essential	Desirable
<p>Experience</p> <ul style="list-style-type: none"> • Teaching all or a significant part of a course at Postgraduate and Undergraduate level. • Published research and other scholarly activities in the field of Advertising and Marketing Communications • Experience of working in industry, commerce or the public service outside 	<p>Experience</p> <ul style="list-style-type: none"> • Engagement in research projects and in particular securing external research funding • Ability to teach diverse topics and areas relevant to the area of Advertising and Marketing Communications • Managing research projects • Working in the Advertising and Marketing

<p>academia</p> <ul style="list-style-type: none"> • Course leadership, design and development • Understanding of industry and business practices <p>Skills</p> <ul style="list-style-type: none"> • Well-developed interpersonal, organisational and IT skills • Ability to motivate others • Published research in the field of specialisation and/or active in consultancy <p>Qualifications</p> <ul style="list-style-type: none"> • Masters qualification in Advertising, Marketing Communications, Marketing or a related discipline • Ph.D. or near completion in the area of Advertising, Marketing Communications, Marketing or a related discipline <p>Personal attributes</p> <ul style="list-style-type: none"> • We are looking for people who can help us deliver the values of the University of Greenwich: Excellence, Determination, Inclusivity, Ambition and Creativity 	<p>Communications industry</p> <ul style="list-style-type: none"> • Working as Programme Leader and the management of programmes <p>Skills</p> <ul style="list-style-type: none"> • Experience of working in the area of marketing, advertising, marketing communications • Experience of creative and imaginative use of VLE's (e.g. Moodle) and learning simulations <p>Qualifications</p> <ul style="list-style-type: none"> • Postgraduate teaching qualification or significant teaching experience with demonstrable continuous professional development • Member of the CIM <p>Personal attributes</p> <ul style="list-style-type: none"> • N/A
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