

JOB DESCRIPTION

Job Title:	Lecturer/Senior Lecturer in Marketing and Digital Marketing Communications	Grade:	AC2/3
Department:	Marketing, Events & Tourism	Date of Job Evaluation:	N/A
Role reports to:	Head of Department		
Direct Reports	None		
Indirect Reports:	None		
Other Key contacts:	Programme Leaders, Course Leaders, Professional Services staff		
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 on undergraduate and postgraduate programmes in the area of Marketing and Digital Marketing Communications within the Marketing, Events and Tourism department of the Faculty of Business. 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, course development, and to participate in the research carried out in the department
- 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 courses offered by the department
- Engage in research and professional practice across the subject area and contribute to the research profile of the Department and to the REF submission of the related research group

Candidates appointed at Senior Lecturer level are expected to demonstrate emerging leadership in a subject area and a growing reputation and impact across the Faculty, University, and more widely.

KEY ACCOUNTABILITIES:

Team Specific:

- Contribute to/lead the delivery of high quality, innovative and effective teaching and new teaching initiatives, including inclusive approaches to setting and marking assessment (SL)
- Work proactively on specific research topics aligned to your own and the department's research interests (SL)
- Lead on personal and academic tutoring of undergraduates

- Lead and support others in the design and develop of new courses/modules demonstrating excellent curriculum design;
 - Contribute/lead to curriculum development within the Department (SL)
 - Lead on the delivery of external accreditation activity (SL)
 - Contribution to the integration of enterprise work/research and scholarship and activities into teaching or professional training materials (SL)
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- 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 a related research group
 - To contribute and/or initiate (SL) 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 courses/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 courses, programmes and learning experiences in the department's discipline areas, developing the subject area and sharing best practice across the Faculty and University (SL)
 - 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 Department and Faculty

Generic:

- Assist the Marketing and Digital Marketing Communications Team in achieving the Department's KPIs
- Contribute to departmental 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 departmentally 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
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Core Requirements

- 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:

- Any other duties commensurate with the post and grade as agreed with the Head of Department and the PVC of the Faculty.

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):

- 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
Experience <ul style="list-style-type: none"> • Delivery and/or leading at undergraduate and/or postgraduate level in the field of Marketing and Digital Marketing Communication • Conducting high quality, innovative and 	Experience <ul style="list-style-type: none"> • Postgraduate teaching /supervision (SL - essential) • Creating professional/community partnerships (SL- essential) • Ability to teach across disciplines (SL -

<p>effective teaching on postgraduate and undergraduate programmes</p> <ul style="list-style-type: none"> • Leading courses/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 field of Marketing and Digital Marketing Communication • Student care and pastoral provision <p>Skills</p> <ul style="list-style-type: none"> • Ability to engaged with and respond to student feedback • Outstanding organisational, IT communication and interpersonal skills <p>Qualifications</p> <ul style="list-style-type: none"> • Ph.D.in the related field <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>essential)</p> <ul style="list-style-type: none"> • Leading on external accreditation activity (SL - essential) • Designing and leading significant teaching and assessment activity (SL – essential) • High quality publications (SL – essential) • Initiating the development of Research bids (SL – essential) • Managing Programmes <p>Skills</p> <ul style="list-style-type: none"> • Curriculum development in Marketing and Digital Marketing Communication • Individual and /or collaborative income generation (SL – essential) • Application for research funding and other bids (SL – essential) • Individual and/or collaborative consultancy work <p>Qualifications</p> <ul style="list-style-type: none"> • Teaching Qualification <p>Personal attributes</p> <ul style="list-style-type: none"> • N/A
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