

## JOB DESCRIPTION

<b>Job Title:</b>	Lecturer in Marketing	<b>Grade:</b>	AC2
<b>Department:</b>	Marketing, Events and Tourism	<b>Date of Job Evaluation:</b>	Sept 2020
<b>Role reports to:</b>	Head of Department		
<b>Direct Reports</b>	None		
<b>Indirect Reports:</b>	None		
<b>Other Key contacts:</b>	Programme Leaders, Module 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 areas of Marketing. 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 successfully 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 Faculty of Business REF submission.

### **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 assessment.

- 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 to curriculum development within the Department
- 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.
- To contribute 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 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, Events and Tourism 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

**Core Requirements**

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

**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):**

- Students
- Head of Department
- Academic colleagues

- Professional Services staff
- External Examiners
- Research community in area of subject specialism
- Teaching community in areas of best practice
- Practitioners in subject specialism

**PERSON SPECIFICATION**

<b>Essential</b>	<b>Desirable</b>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Delivery and/or leading at undergraduate and/or postgraduate level in the field of Marketing</li> <li>• Conducting high quality, innovative and effective teaching on postgraduate and undergraduate programmes</li> <li>• Leading courses/modules effectively including adopting a responsive approach to students</li> <li>• Leading and contributing to subject, professional and/or pedagogical research and other scholarly activities in the field of Marketing.</li> <li>• Student care and pastoral provision</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Ability to engaged with and respond to student feedback</li> <li>• Outstanding organisational, IT communication and interpersonal skills</li> </ul> <p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• PHD in Marketing or related field</li> <li>• Appropriate professional qualification [if required]</li> </ul> <p><b>Personal attributes</b></p> <ul style="list-style-type: none"> <li>• We are looking for people who can help us deliver the <u>values</u> of the University of Greenwich: Excellence, Determination, Inclusivity, Ambition and Creativity</li> </ul>	<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Postgraduate teaching /supervision</li> <li>• Creating professional/community partnerships</li> <li>• Ability to teach across disciplines</li> <li>• Leading on external accreditation activity</li> <li>• Designing and leading significant teaching and assessment activity</li> <li>• High quality publications)</li> <li>• Initiating the development of Research bids</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Curriculum development in Marketing</li> <li>• Individual and /or collaborative income generation</li> <li>• Application for research funding and other bids</li> <li>• Individual and/or collaborative consultancy work</li> </ul> <p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Teaching qualification</li> <li>• Appropriate professional qualification</li> </ul>