

JOB DESCRIPTION

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| Job Title: | Lecturer in Marketing | Grade: | AC2 |
| Department: | Marketing, Events and Tourism | Date of Job Evaluation: | Sept 2020 |
| Role reports to: | Head of Department | | |
| Direct Reports | None | | |
| Indirect Reports: | None | | |
| Other Key contacts: | 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

| Essential | Desirable |
|---|---|
| <p>Experience</p> <ul style="list-style-type: none"> • Delivery and/or leading at undergraduate and/or postgraduate level in the field of Marketing • Conducting high quality, innovative and effective teaching on postgraduate and undergraduate programmes • 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. • 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"> • PHD in Marketing or related field • Appropriate professional qualification [if required] <p>Personal attributes</p> <ul style="list-style-type: none"> • 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 | <p>Experience</p> <ul style="list-style-type: none"> • 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 <p>Skills</p> <ul style="list-style-type: none"> • Curriculum development in Marketing • Individual and /or collaborative income generation • Application for research funding and other bids • Individual and/or collaborative consultancy work <p>Qualifications</p> <ul style="list-style-type: none"> • Teaching qualification • Appropriate professional qualification |