**JOB DESCRIPTION**

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| **Job Title:** | Teaching Fellow – Digital Marketing and Data Analytics | **Grade:** | AC2 |
| **Department/School:** | Marketing, Events and Tourism | **Date of Job Evaluation:** | January 2021 |
| **Role reports to:** | Head of Department | | |
| **Direct Reports** | None | | |
| **Indirect Reports:**  **Other Key contacts:** | None  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. | | | |

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| **PURPOSE OF ROLE:**  This Teaching Fellow role would teach the following subjects, not only in terms of academic knowledge but also practical aspects of the subject areas:     * Social Media analytics * Data-driven marketing * Digital Marketing  |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | The successful candidate will conduct high quality teaching on undergraduate and postgraduate programmes in the areas of Digital Marketing and Data Analytics. The role will focus on delivering high quality education in a variety of formats. The person appointed will be expected to:   * Contribute to the delivery of existing teaching * Contribute significantly to the 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/school * Support development of new modules demonstrating excellent design * Engage in professional practice across the subject area and contribute to the profile of the Department/School and Faculty * Support the delivering of the student experience  |  | | --- | |  | |  | | | |

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| **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/School * Contribute to subject, professional and/or pedagogical practice * 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 * 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/School and Faculty   **Generic:**   * Assist the Marketing, Events and Tourism Team in achieving the Department/School’s KPIs * Contribute to department/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 department/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**   * Contribute to the development and delivery of excellent learning, teaching and assessment practice across the University * Develop expertise in practice or 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 behaviours which creates a positive environment for work and study * Maintain a high standard of student engagement and satisfaction   **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.**   **Additional Requirements:**  Any other duties commensurate with the post and grade as agreed with the Head of Department/School and the PVC of the Faculty. |
| **KEY PERFORMANCE INDICATORS:**  Performance Indicators will be established in consultation with the Head of Department/School as part of the post-holder’s annual Appraisal and Professional Development Review |
| **KEY RELATIONSHIPS (Internal & External):**  Students  Academic colleagues  Head of Department  Professional Services staff  Research community in area of subject specialism  Teaching community in areas of best practice Practitioners in subject specialism |

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| **PERSON SPECIFICATIONON** | |
| **Essential**  **Experience**   * Delivery and/or leading at undergraduate and/or postgraduate level in the field of Digital Marketing and Data Analytics. * Conducting high quality, innovative and effective teaching on postgraduate and undergraduate programmes * Leading courses/modules effectively including adopting a responsive approach to student feedback * Contributing to new coursers/modules * Acquiring internal and external resources to fund teaching practice based enterprise projects * Undertaking HE outreach activity * Undertaking peer reviews and department/school development activity/planning * Working with professional services to support students * Leading and contributing to subject, professional and/or pedagogical practice and other scholarly activities in the field of Digital Marketing and Data Analytics. * Student care, employability and pastoral provision   **Skills**   * Ability to engaged with and respond to student feedback * Outstanding organisational, IT communication and interpersonal skills * Ability to engage effectively with professional bodies at a national level   **Qualifications**   * Masters in Digital Marketing or related field * PGCE or PGCHE or HEA Fellow   **Personal attributes**   * We are looking for people who can help us deliver the [values](https://www.gre.ac.uk/articles/public-relations/articles/our-values) and behaviours of the University of Greenwich: Excellence, Determination, Inclusivity, Ambition and Creativity | **Desirable**    **Experience**  **Skills**  **Qualifications** |