

JOB DESCRIPTION

Job Title:	Lecturer Marketing	Grade:	AC2
Department:	Marketing, Events and Tourism	Date of Job Evaluation:	April 2021
Role reports to:	Head of Department		
Direct Reports	None		
Indirect Reports:	None		
Other Key contacts:	Programme Leaders, Module Leaders, Professional Services staff		
<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:

To conduct high quality research and teaching on undergraduate and postgraduate programmes in the areas of Marketing (including our new MBA Marketing) within the Marketing, Events and Tourism department of the Faculty of Business. The candidate will be expected to undertake teaching in the following areas: Digital Marketing, Strategic Marketing, International Marketing and Advertising (and understanding of financial aspect in marketing would be desirable). The candidate will be expected to demonstrate innovation in their teaching, such as Simulation Games, Lecture Video and Flip Classroom. There will also be the potential of undertaking the responsibility for Module leadership. 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 Faculty.

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 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 and Faculty

Generic:

- Assist the 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

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

PERSON SPECIFICATION

Essential	Desirable
<p>Experience</p> <ul style="list-style-type: none"> • Delivery and/or leading Modules in Digital Marketing, Strategic Marketing, International Marketing and Advertising at undergraduate and/or postgraduate level • 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 • Working with professional services to support students • 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>Experience</p> <ul style="list-style-type: none"> • Postgraduate teaching /supervision • Creating professional/community partnerships • Delivery and/or leading at undergraduate and/or postgraduate level in the field financial aspects of marketing • 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 • Curriculum development expertise. • Acquiring internal and external resources to fund teaching practice-based enterprise projects. • Dissemination of good practice either within the University and/ or external. • Undertaking HE outreach activity. • Undertaking peer reviews and department/school development activity/planning. <p>Skills</p> <ul style="list-style-type: none"> • Curriculum development in Marketing, Social Media analytics and data-driven marketing • Individual and /or collaborative income generation • Application for research funding and other bids • Individual and/or collaborative consultancy work • Ability to contribute imaginatively to multi-disciplinary teams. • Ability to engage effectively with professional bodies at a national level.

<p>Qualifications</p> <ul style="list-style-type: none">• Ph.D. in related field or recognised equivalent.• Hold a PGCert HE or recognised equivalent or be a Fellow of the HEA; or commit, as a condition of appointment, to obtain HEA Fellowship within twelve months of commencing the role, with the support of the university. <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>Qualifications</p> <ul style="list-style-type: none">• N/A <p>Personal attributes</p> <ul style="list-style-type: none">• N/A
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