**JOB DESCRIPTION**

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| **Job Title:**  | **Lecturer Marketing**  | **Grade:**  | **AC2** |
| **Department/School:**  | **Faculty of Business**  | **Date of Job Evaluation:**  | July 2021 |
| **Role reports to:**  | **Head of Department**  |
| **Direct Reports**  | **N/A**  |
| **Indirect Reports:** **Other Key contacts:**  | **N/A** **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:** Lecturer in Marketing This post is for a highly effective person, capable of delivering high quality research and teaching on undergraduate and postgraduate programmes in the area of ‘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: Advertising, Consumer Behaviour, Digital Marketing and Social Media analytics. Therefore, please ensure you highlight the areas you have taught and at which level. 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. We would welcome a candidate that can demonstrate quality teaching on undergraduate and postgraduate programmes in the areas. 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 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

* 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 KPIs

* Contribute to department plans, activities and efficient working practices

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| **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):** 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
* 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 practice and other scholarly activities in the field
* Working with professional services to support students
* Student care, employability, and pastoral provision
* Delivering modules in Advertising, Consumer Behaviour Digital Marketing and Social Media and Analytics

**Skills** * Ability to engaged with and respond to student feedback
* Outstanding organisational, IT communication and interpersonal skills

**Qualifications** * 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.

 **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 the University of Greenwich: Excellence, Determination, Inclusivity, Ambition and Creativity Greenwich
 | **Desirable**  **Experience**  * Postgraduate teaching /supervision
* Creating professional/community partnerships
* Delivery and/or leading at undergraduate and/or postgraduate level in the field Social Media analytics and data-driven 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.

**Skills** * 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

**Qualifications** * N/A

   **Personal attributes** * N/A
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