

### JOB DESCRIPTION

<b>Job Title:</b>	Lecturer in Marketing
<b>Department:</b>	UCB Business School c/o School of Business, Tourism and Creative Industries
<b>Contract:</b>	Permanent (applications for full and part-time positions will be considered. Please state preference clearly within application.)
<b>Salary Range:</b>	£33,797 - £38,017 p.a. with opportunity to progress to £41,526
<b>Salary Grade:</b>	AC2
<b>Report To:</b>	Head of UCB Business School
<b>Job Purpose:</b>	To plan, develop and deliver high quality, inspiring and inclusive learning opportunities for students to help them achieve their learning goals.
<b>Main Duties &amp; Responsibilities:</b>	<p><b>Learning and Teaching:</b></p> <ol style="list-style-type: none"> <li>1. Deliver learning activities on a range of courses and levels including apprenticeship provision, as required.</li> <li>2. Develop and prepare high quality, inspiring and inclusive Learning and Teaching (to include digital learning) materials, assignments, activities and assessments which support student learning and embed employability skills.</li> <li>3. Undertake assessment of students' coursework, project work and examinations, and maintain up-to-date and accurate records of their progress and achievement.</li> <li>4. Supervision, guidance and marking of students' independent work (e.g. practical work, dissertations).</li> <li>5. Participate fully in course team activities and act as a Unit/Module Leader as required.</li> <li>6. Support student placement activities as required.</li> <li>7. Contribute to curriculum development, promotion and marketing of new courses and new approaches to Learning and Teaching.</li> <li>8. Provide high quality academic, pastoral and personal support for students, including acting as a Personal Tutor.</li> </ol>

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	<p><b>Management and Administration:</b></p> <p>9. Assist with the administration, enrolment and induction of students.</p> <p>10. Contribute to the review of learning programmes, including apprenticeship provision, e.g. retention, attendance, success, progression and student satisfaction.</p> <p>11. Contribute to student recruitment through participation in marketing and promotional events, such as open days/evenings.</p> <p>12. Contribute to award boards, if required (HE).</p> <p><b>Liaison and Networking:</b></p> <p>13. Contribute to collaborative links with other programmes/subjects and develop internal networks.</p> <p>14. Develop links with external partners such as other educational bodies, employers and professional bodies to foster collaboration.</p> <p>15. Reflect and act upon feedback from students/peer observations to enhance contribution and practice.</p> <p>16. Offer peer support and share good practice in all aspects of the role.</p> <p><b>General:</b></p> <p>17. Engage in meaningful professional development and updating relevant to the University and School objectives.</p> <p>18. Participate fully in team/Department/School meetings and planning activities.</p> <p>19. Participate fully in annual review and other University processes.</p> <p>20. Demonstrate a commitment to promoting the principles of Equality and Diversity.</p> <p>21. Duty of care in respect of Health and Safety of self and others.</p> <p>22. To commit to upholding the principles of Safeguarding and the PREVENT agenda.</p>
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	<p>23. To ensure practice is in line with the requirements of the General Data Protection Regulations.</p> <p>24. Any other duties commensurate with the nature and grade of the post.</p>
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\*The above does not represent an exhaustive list of duties associated with this role.

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Post:	Lecturer in Marketing	Weighted criteria
<b>Experience:</b>		
1	Teaching experience within HE with evidence of successful student learning outcomes OR evidence of coaching/mentoring/teaching in a professional setting.	X
2	Credible experience within industry to apply to Learning and Teaching.	X
3		
4		
5		
<b>Skills &amp; Abilities:</b>		
6	Ability to teach a range of subjects relevant to the programmes (across levels 4 - 7) including at least two from the following: <ul style="list-style-type: none"> <li>• Digital marketing and analytics</li> <li>• Media production and content marketing</li> <li>• SEO and digital advertising</li> <li>• Strategic marketing management</li> </ul>	X
7	Effective oral and written communication skills in both individual and group situations; ability to relate to students with diverse backgrounds, ages and experiences.	
8	High level of organisation and administrative skills.	
9	Demonstrated understanding of ICT in relation to Learning and Teaching.	
10	Ability to work independently, to take the initiative, and to innovate in Learning and Teaching; ability to work as a member of a team.	
<b>Education &amp; Qualifications:</b>		
11	Minimum undergraduate degree level qualification OR qualification/experience commensurate with the level of teaching.	X
12	Recognised teaching qualification or willingness to obtain.	
13		
14		
15		
<b>Training &amp; Professional Development:</b>		
16	Evidence of relevant continual professional development.	
17	Willingness to engage in further training/development and pursue appropriate professional memberships, as required for the role.	
18	HEA membership or willingness to work towards.	
19		
20		
<b>Other:</b>		
21	Flexible approach to work; willingness to undertake academic activities in the evening when necessary and participate in occasional weekend activities such as recruitment days.	
22	An understanding of the principles of Safeguarding and the	

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	PREVENT agenda in the context of further and higher education.	
23	Commitment to delivering high quality services to students.	
24	Adherence to the relevant regulations of the University and appropriate professional bodies, if applicable.	
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