Lecturer in Digital Marketing - School/Service – Grade H

Job Description

Purpose

To contribute to the academic development, course management, teaching, research development, and scholarship within the School of Business in the area of Digital Marketing primarily, and other business and marketing provision as required.

Duties

1. To make a contribution to achieving the academic objectives in the School through teaching, research, and income generating activities.
2. To act as a module leader for a number of identified modules.
3. To undertake administrative duties relevant to module leadership (administer course registers, assessment records, learning programmes and other records).
4. To engage with the recruitment of students onto courses and to provide appropriate advice on progression and career opportunities.
5. To adhere to quality assurance and enhancement systems to ensure high standards are maintained and the student experience is enhanced.
6. To contribute to the development of the School's commercial activities, including consultancy, training and funded projects.
7. To participate in research as an individual or part of a team.
8. To develop and consolidate contacts with industry/employers and other external organisations.
9. With regards to the nature of your role and its impact upon our students, make an active contribution to and support the improvement of the student experience.
10. To undertake any duties relevant to the School's activities and commensurate with the level of the post, as directed by the Head of School/designated Division Leader.

Person Specification

Knowledge, Skills, and Behaviours (Essential)

- Experience of teaching digital marketing in a higher education environment (Application/Interview).
- Recent professional experience of digital marketing in a commercial organisation (Application/Interview)
- Evidence of continuous professional development to remain current in knowledge of digital marketing advancements (Application/Interview)
- Good honours degree (or equivalent) and Masters qualification in a relevant subject (Application).
- Flexible and innovative approach to teaching and learning (Application/Interview).

- Ability to undertake research/knowledge transfer (Application/Interview).
- Ability to work on own initiative as well as part of a team (Application/Interview).
- Excellent presentation and communication skills (Application/Interview).
- An understanding of and demonstrable commitment to the University's Values of Achieving Together, Being Proud, Creating Opportunity and Supporting All, as a framework for decisions, actions and behaviours (Application/Interview).

Knowledge, Skills, and Behaviours (Desirable)

- Experience of teaching digital marketing degree apprenticeships in a higher education environment (Application/Interview).
- Formal teaching qualification or Registered Practitioner of Higher Education Academy (Application).
- PhD in a relevant area is desirable (Application).
- Emerging record of publications/conference presentations (Application/Interview).
- An ability to contribute to the enhancement of research within the School (Application/Interview).
- Active member of relevant professional body as appropriate (Application/Interview).