

Job Description



Job title	Lecturer in Digital Marketing (BLE17/04)
School	Business, Leadership and Economics
Normal Workbase	Stoke
Tenure	Permanent
Grade/Salary	Grade 7
FTE	1.0fte

Job Purpose

- To contribute to the development and delivery of academic provision in Digital Marketing and related disciplines including associated academic operational responsibilities as required ensuring an excellent student experience.
- To support the development and implementation of strategic initiatives.
- To participate in research, knowledge exchange and public engagement to enhance the reputation of the University

Relationships

Reporting to: Head of Department - Business, Management and Marketing

Main Activities

- To teach and assess, as part of a teaching team, in the areas of knowledge appropriate to the aims of the provision within the School and where appropriate, across other Schools of the University.
- To contribute to the development of specialist teaching and learning provision, including short courses, in the subject specialism and associated disciplines.
- To devise and deliver modules as determined by the relevant Head of Department and to ensure that learning materials and methods of delivery meet defined learning objectives.
- To undertake operational responsibilities associated with the delivery of academic provision, including the leadership of modules/small awards, as directed by the relevant Head of Department.
- To enhance the quality of teaching provision and programme development, drawing on leading practices from the HE and other sectors, and building e-learning into the delivery of teaching to students as appropriate.

- To participate with other staff in the development of teaching, learning and assessment strategies.
- To contribute to student support in administrative and pastoral roles, including advice to students on resits and to provide post-results counselling.
- To represent both the award and the School in student recruitment activities, including participation in Clearing activities and in Open Days throughout the year.
- To attend and contribute to School meetings, project teams and working groups in line with strategic initiatives as required
- To contribute to the subject's activities and reputation both internally and externally
- To exercise a high standard of advanced scholarship activity both personally and as a member of a team, working with colleagues to develop an inclusive, team-orientated approach to such activities.
- To enhance the School's ability to engage with industrial and external partner contacts through effective networking to build relationships for future activities.
- To pursue enterprise and research activities which enhance the external revenue of the School and to deliver various forms of consultancy and other services as determined by the Head of Department.
- To support and participate in the development of a strong research profile for the discipline through personal research or support for research active individuals.
- To maintain and develop areas of expertise under the general guidance and oversight of the Head of Department.
- To undertake both general Health & Safety responsibilities in accordance with the University's Health & Safety Policy and in addition, to provide such supervision as is necessary to ensure the health and safety of both Postgraduate and Undergraduate students.
- To undertake appropriate professional development and mandatory training activities as identified or required (See Professional Development section).
- To undertake other such responsibilities as may reasonably be required by the Head of Department and/or Dean of School.

The above represents the range of generic activities, which could typically be expected of a Lecturer in the University, which is neither prescriptive nor exhaustive. Each individual post will have a particular emphasis and specific allocated responsibilities (see summary below) although these may change and develop according to the varying needs of the School and subject area, and also the developing skills and experience of the individual:

Specific responsibilities are likely to include delivery of modules across a range of digital marketing areas such as Inbound Marketing incl. SEO, Paid Online advertising e.g.PPC, the customer funnel and more general marketing analytics. Also, specific experience in creating content across a range of digital platforms would be a requirement. Additional areas that could add value to your application apart from the traditional marketing curriculum, would be knowledge of app creation and design, website design and use of specific software tools in the digital marketing arena.

Special Conditions

The postholder will be required to travel and represent the University in the UK and Overseas as required.

There will be a need for the postholder to work occasional weekends to cover marketing and recruitment activities.

There will be a need for flexible working practices by the role-holder to support different forms of delivery such as distance and accelerated learning. In addition, the role holder may be required to undertake their role off site, which may include overnight stays either in the UK or abroad.

External Activities

External activities for example membership of professional bodies, external examiner roles and journal editorial work which enhance the work of the post holder are encouraged within the overall provisions of the exclusivity of the service arrangements to which the post holder is subject. Additionally, the Institution expects employees to take a cross University role e.g., through membership of Committees and Working Parties.

Professional Development

The University is keen to support staff in achieving high standards of pedagogy in order to facilitate effective student learning. All newly appointed full-time and fractional contracted members of academic staff who have less than three years teaching experience and do not have the equivalent qualification from another University, are required to undertake and complete the Post Graduate Certificate in Higher and Professional Education (PgCHPE) or Post Graduate Diploma in Professional Education in Healthcare (PgDPEH). This must be completed within 24 months of appointment as a condition of his/her employment with Staffordshire University. If you are shortlisted, the chair of the interview panel will explain this further.

All members of academic staff will be expected to achieve Fellowship of the HEA within 12 months of appointment.

Research and Scholarly Activity

The duties of lecturing posts include participation in appropriate research and scholarly activity indicated in the research policy of the University. The extent of involvement in research and scholarly activity may vary with the balance between teaching, administration and research appropriate to particular posts. This will be determined by your Dean of School in consultation with you, and will be reviewed regularly through the staff appraisal system. While it is in the nature of research and scholarly activity that it will often take place throughout the year and be integrated into the overall pattern of activities, it is envisaged that the periods of the year outside normal teaching weeks and the holiday entitlement will primarily be devoted to research and scholarly activity.

Where new staff can demonstrate a strong research background and a profile, which indicates potential to achieve research excellence consideration will be given to allocation of appropriate protected research time during the normal workload allocation cycle.

Variation to Job Description

Staffordshire University reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus, it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

Conditions of Service

The post is subject to such terms and conditions of employment as negotiated between the Board of Governors of the University and the recognised trade unions, and/or the employees of the University. In negotiating such terms and conditions the Board of Governors will consider any appropriate advice received from the Universities and Colleges Employers Association (UCEA).

Application Procedure

We encourage you to apply on-line at our website <http://jobs.staffs.ac.uk> as the system is user friendly and simple to complete.

We would ask all applicants to ensure that they have provided comprehensive information under each criteria in the Supporting Statements section of the application form and, if necessary, add any relevant additional information in the Additional Information Section.

Should you wish to discuss this vacancy informally before making an application please contact:
Vish Maheshwari v.maheshwari@staffs.ac.uk 01782 294994.

Person Specification



Job Title: Lecturer in Digital Marketing (BLE17/04)

Faculty/Service: School of Business, Leadership and Economics

The qualifications, experience, knowledge, skills and personal qualities outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which a decision to appoint will be made. Please ensure that you provide evidence of how you meet the criteria in your application.

No	Selection Criteria Description	Essential [E] or Desirable [D]	Assessed by *
1	Possession of a PhD or equivalent professional standing in a relevant subject area. Possess an appropriate teaching qualification and HEA fellowship or be willing to complete this within first year in the role	E	A
2	Previous experience of teaching in HE and developing specialist teaching materials, preferably with award management experience. Able to teach and assess students in the area of Digital Marketing.	E	A/I
3	Professional marketing experience and an ability to integrate current thinking into classroom and research-based activities.	E	A/I
4	A creative, innovative and flexible approach to facilitating learning, with commitment to ensuring an excellent student experience	E	I/TE
5	Experience of providing pastoral and academic support to students	E	A/I
6	Excellent verbal and written communication skills with the ability to engage a diverse audience	E	A/I/TE
7	An effective team player who is self-motivated and with good organisational skills and able to work on own initiative	E	A/I
8	Recent experience in the supervision of research projects and dissertations within area of specialism	E	A/I

9	A demonstrable record of engagement in research and/or scholarship as evidenced by publication in peer reviewed journals within area of specialism	E	A/I
10	A commitment to scholarship, learning and teaching and delivering graduate employability skills through curriculum content	E	A/I
11	The ability to contribute professionally in internal and external meetings and to contribute to the School's wider activities such as overseas partnerships, commercial development, corporate programmes, professional level programmes and business engagement agenda; acting as a representative of the University and a champion of the subject specialism	E	I
12	An understanding of the University's strategy and values, with the ability to demonstrate behaviours that align to the values	E	I
13	An understanding of the key issues and challenges in the HE environment, including the HE quality framework and its application across a spectrum of awards	D	I

<p><u>*Key</u></p> <p>[A] Application form</p> <p>[I] Interview</p> <p>[TE] Teaching Exercise</p>	<p>To be assessed against the information provided in the relevant steps of the application form and the evidence required under Section 4, 'Supporting Statements'</p> <p>To be assessed during the formal interview process</p> <p>To be assessed during the teaching exercise taking account of the candidate's communication skills, subject knowledge, creativity and innovation in teaching methods, and engagement and interaction with the audience.</p>
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