



## Job Description

<b>Job Title</b>	Lecturer/Senior Lecturer in Digital Marketing
<b>School/Service/Institute</b>	School of Digital, Technology, Business, and Innovation
<b>Normal Workbase</b>	Stoke
<b>Tenure</b>	Permanent
<b>Grade/Salary</b>	Grade 7/8 (dependent on experience)
<b>FTE/Hours</b>	1.00 FTE

### Job Purpose

- To support the development and delivery of the academic provision to undergraduate and postgraduate students, as required, ensuring an excellent student experience
- To undertake teaching and teaching-related activities as determined by the Course Leader/Course Director/Head of Department
- To participate in research, knowledge exchange, public engagement and/or scholarly activity for personal development and to enhance the reputation of the University
- To lead/contribute to University and/or School initiatives in line with strategic business plan
- For a Senior Lecturer, take a leading role in the above activities, supporting the Course Director/Head of Department with operational management responsibilities, as required.

### Relationships

Reporting to:	Head of Department
Responsible for:	None
Key working relationships:	Course Leader, Course Director

### Main Activities

- To teach and assess, as part of a teaching team, in the areas of knowledge appropriate to the School provision, 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 Course Leader/Course Director/Head of Department and to ensure that learning materials and methods of delivery meet defined learning objectives.
- 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 ensure high quality learning experiences in line with the University's approach to blended learning
- 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 course 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 (where appropriate) 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 Course Director/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 all 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 Course Director, Head of Department and/or Dean of School.
- The role holder is required to minimise environmental impact in the performance of their role and to actively contribute to the delivery of the University's Environmental Sustainability Policy

**Specific responsibilities of a Lecturer:**

- To undertake operational responsibilities associated with the delivery of academic provision, including the leadership of modules/small courses, as directed by the Course Director/Head of Department.

**Specific responsibilities of a Senior Lecturer:**

- To be responsible for the development, design, delivery, and leadership of modules at various levels, including assessment methods, ensuring that the learning materials and methods of delivery meet defined learning objectives.
- To be responsible for course leadership within own area of academic/subject expertise and to set the strategic agenda for the award in the context of the School's objectives and the University strategic plan.
- To undertake operational management and/or academic leadership responsibilities such as leading the development and management of one or more courses and the management of the students on the course(s); undertaking administrative responsibilities as allocated (e.g. level tutor); making an important contribution to the accreditation of courses and quality control processes; playing a key role in validations, liaising with accreditation bodies as necessary.
- To make an important contribution to curriculum development and new course development, leading where required
- To take on responsibilities (leading small projects where appropriate) in relation to University led and/or School strategic initiatives including areas such as commercial income generation activity; student recruitment and retention; partnership development; development of flexible and work-based learning provision; development of widening participation activities; apprenticeships, micro-credentials and employability development and research lead.
- To support the Head of Department in the effective day to day operation of the allocated academic area.
- To contribute to, or assist with appraisals in the subject team as directed by the Head of Department,
- To contribute to the workload planning process and allocate team responsibilities for the course
- To act as a mentor to colleagues and to support the development of less experienced colleagues as appropriate.

The above represents the range of activities, which could typically be expected of an academic member of staff in the University, which is neither prescriptive nor exhaustive.

**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 postholder to support different forms of delivery such as distance and accelerated learning. In addition, the postholder

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 will support and encourage the postholder to engage in continuous professional development activities through the YOURCareer@Staffs framework. This framework supports postholders to identify appropriate development opportunities. Continuing Professional Development (CPD) activity will be recognised by a bi-annual Performance and Development Review (PDR) discussion.

### **Academic Roles**

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 two years teaching experience and do not have the equivalent qualification from another University, are required to undertake and complete the most appropriate route from either the Academic Professional Apprenticeship (APA), Post Graduate Certificate in Higher and Professional Education (PgCHPE) or Post Graduate Diploma in Professional Education in Healthcare (PgDPEH). This must be commenced within 24 months of appointment as a condition of their 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 an agreed timescale after commencement.

### **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 research and scholarly activity 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**

The 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 postholder will be employed by Staffordshire University Services Limited.

Staffordshire University Services Limited is a wholly owned subsidiary company of Staffordshire University which recruits and provides both academic and professional support staff to the University. You will be subject to Staffordshire University's policies and procedures and will be eligible to participate in the Staffordshire University Pension Scheme.

### **Application Procedure**

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

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

The University will use anonymous application forms for this role; however, we recognise that applicants may want to include additional information demonstrating their research or publications. If you choose to upload any supporting documents that contain identifiable data, your application will no longer be considered anonymous.