



University of Brighton

JOB DESCRIPTION

Appointment of a Lecturer/Senior Lecturer in Marketing (full-time equivalent)

The Job

The range of duties of a university lecturer is extensive and diverse. The following summary indicates the nature of this range. Almost all academic staff will be expected to contribute to both the teaching and the research activity of their subject area. At Senior Lecturer level, staff are expected to be engaged in the planning, design and leadership of teaching and research activity, and to be making wider contributions to the work of their school and the university.

Teaching and scholarship

A Lecturer (AC2) is expected to possess, develop and utilise a range of teaching methods and ways of supporting student learning. These may include: lectures, seminars, tutorials, forms of e-learning, workshops, laboratory classes and individual supervision.

The role requires the ability to: identify the learning needs of students and to define appropriate learning objectives; ensure that the teaching content, methods of delivery and learning materials are appropriate; develop own teaching materials, under guidance; select appropriate types of formative assessment; seek ways of improving teaching performance by self-reflection and the gathering and analysis of student feedback, and teach as a member of a team within the framework of an established course. An understanding of equal opportunities issues with regard to academic content and teaching delivery is also expected.

In addition, a Senior Lecturer (AC3) is expected to be able to design teaching materials, identify areas where current provision is in need of revision or improvement, supervise student projects, field trips and placement activity.

Research and scholarship

A Lecturer is expected to: continually update their disciplinary and/or professional knowledge and understanding; develop personal (and, where appropriate, collaborative) research objectives; write up research work for publication; translate new subject knowledge into teaching content; and reflect on their own practice as a higher education teacher.

Engagement in continuous professional development with regard to disciplinary/professional and pedagogic expertise is required.

In addition a Senior Lecturer should: disseminate research findings and outputs at conferences and similar events and identify and seek sources of external funding for their own scholarly activity.

Communication

A Lecturer should be able to: deal with routine communication using a range of media; communicate complex information orally, in writing and electronically and communicate material of a specialist or highly technical nature.

In addition a Senior Lecturer will be capable of: routinely communicating complex and conceptual ideas to those with limited knowledge and understanding, as well as to peers, and preparing proposals and applications to external bodies, e.g. for funding and accreditation purposes.

Liaison and networking

A Lecturer is expected to: liaise effectively with colleagues and students; build internal contacts and participate in internal information exchange networks, and join external networks to share ideas.

In addition a Senior Lecturer will be able to develop external networks in such areas as: identifying sources of funding; student recruitment; student placements; outreach and marketing activity, and obtaining consultancy projects.

Managing people

A Lecturer will be able to agree and largely self-manage teaching, research and administrative activities.

In addition, a Senior Lecturer will be expected to: advise and support less experienced colleagues; in certain circumstances supervise the work of others in research teams or as a research supervisor, and coordinate the work of colleagues, for example when acting as a module leader.

Teamwork

A Lecturer is expected to: collaborate with academic colleagues on course development, curriculum changes and the development of research; attend and contribute to subject group and similar meetings, and collaborate with colleagues across the university to identify and respond to students' needs.

In addition a Senior Lecturer may be required to act as a team leader in a small scale project.

Pastoral Care

A Lecturer/Senior Lecturer will be expected to: act as a personal tutor; use listening, interpersonal and pastoral care skills to deal with sensitive issues concerning students, appreciate the needs of individual students and their circumstances, and to refer students as appropriate to the specialist services which can provide further help.

Initiative, problem-solving and decision making

A Lecturer will be able to: develop and apply initiative, creativity and judgement in the conduct of teaching and research; respond effectively to pedagogical and practical

challenges, and contribute to decision making on, and share responsibility for, the academic content, delivery and assessment of modules.

In addition a Senior Lecturer will be expected to: take responsibility for the design and delivery of individual modules and their assessment; identify, and make proposals regarding, the need for change in individual modules; disseminate and apply the results of research and scholarship; develop ideas on income generation; provide advice on student recruitment and marketing approaches and contribute to the successful implementation of quality assurance requirements, internal and external.

Planning and managing resources

A Lecturer will be able to plan and manage their own teaching and the use of teaching and research resources, including laboratories and workshops, as agreed with relevant senior colleagues. An awareness of risks in the work environment and their potential impact will be expected.

In addition a Senior Lecturer will be able to act as a module leader, coordinating administrative and academic staff as necessary, and to undertake academic related roles related to areas such as admissions, examinations and student support. Depending on the area of work the conducting of risk assessment may be expected.

Person Specification

Appointment to either the Lecturer/AC2 or Senior Lecturer/AC3 grade will be dependent upon the role to be undertaken and the skills, knowledge and experience of the successful applicant.

It is expected that the criteria below regarding knowledge and qualifications will be met by the successful candidate.

Essential

- A good (1 or 2:1) or relevant degree, preferably in Marketing or related areas
- Ideally a postgraduate qualification/PhD in Marketing or related areas or an equivalent level of professional experience
- Committed to obtaining a relevant higher degree/professional qualification
- Up-to-date, sound knowledge of the subject including current professional/vocational developments and the range of generic skills required
- Understanding of academic and award standards and the range and level of knowledge and skills, both subject-specific and generic, which the programme is intended to foster
- Competent IT skills and effective use of IT for teaching and learning
- Experience in teaching Marketing with a focus on Digital Marketing, Marketing Metrics and Big Data Analytics for Marketing
- Applied skills in digital marketing such as SEO, google ad works and analytics.

Desirable

- Experience in teaching across undergraduate and post graduate courses
- Experience in supervising undergraduate and postgraduate students
- Experience in module leadership and personal tutoring
- Experience in teaching applied skills in digital marketing such as SEO, google ad works and analytics
- Professional Teaching Qualification PGCert or HEA Membership

ADDITIONAL INFORMATION

- The appointment is offered as permanent post.
- The appointment is generally made at the bottom of the range dependent upon experience and previous salary.
- The annual leave entitlement is 35 working days, pro rata for proportional (part-time staff). This is in addition to the statutory holidays applicable in England, local discretionary holidays and days when the university is closed in the interests of efficiency.
- This post is full-time. The nature of teaching posts is such that staff are expected to work such hours as are reasonably necessary in order to fulfil their duties and responsibilities. It would therefore be inappropriate to define the total hours to be worked in any week. A reasonable norm for full-time staff, however, having regard to the contractual position of other senior staff in the institution, would be thirty-seven, although this should not be regarded as a minimum or maximum. Direct teaching responsibility should not exceed eighteen hours in any week or a total of five hundred and fifty hours in the teaching year. This provision will not, however, apply in subject areas where the nature of the curriculum and teaching style make it inappropriate. In such cases, separate arrangements apply. The university has currently identified the following academic areas where teaching methods or modes of delivery make the 18 hour per week limit inappropriate at certain times of the year:
 - art and design
 - business/management
 - health - clinically related subjects
 - construction management

The 550 hour annual maximum will not, however, be exceeded except by mutually agreed overtime.

More information about the university and the school can be found by following the links below:

- [Academic departments](#)
- [Research and Enterprise at the University](#)
- [Professional services departments](#)
- University's [2016 - 2021 Strategy](#)

The University has an attractive range of benefits and you can find more information in the [Working here](#) section of our website which includes information on [Equality, diversity and inclusion](#) and [Benefits and facilities](#).

Job sharing

The University of Brighton welcomes job sharers. Job sharing is a way of working where two people share one full-time job, dividing the work, responsibilities, pay, holidays and other benefits between them proportionate to the hours each works, thereby increasing access to a wide range of jobs on a part-time basis. The advert for the post for which you are applying will indicate whether applications from job sharers can be considered (this may not be possible for a post that is already part time for example) and further information can be found on the 'Balancing Working Life' section here [Benefits and facilities](#).

Professional development/teaching

Four part-time courses are run within the University for staff new to the teaching role. They are:

- The Postgraduate Certificate in Learning and Teaching in Higher Education (run by the Centre for Learning and Teaching, and designed for staff in all schools and faculties);
- The Postgraduate Certificate in Health and Social Care Education (run by the School of Health Sciences, for staff within the school);
- The Postgraduate Certificate in Clinical Education (run by the School of Health Sciences, for staff within the school);
- The Postgraduate Certificate in Medical Education (run by Brighton and Sussex Medical School).

All new lecturers with little or no previous experience of teaching in Higher Education, who have not undertaken an equivalent course of study and training, are expected to take one of the courses listed above in their first or second year in post. The courses provide opportunities to explore a range of practical approaches to supporting students' learning, and to reflect upon the process of developing as a teacher. By negotiation with the relevant Head of School, teaching timetables are adjusted to enable the new lecturer to participate effectively in the course. The course is accredited by the Higher Education Academy, the national professional body for teachers in Higher Education, and successful completion normally leads to professional recognition as a Fellow of the Higher Education Academy.

The successful applicant will be provided with further information about these Postgraduate Certificate courses at the time of appointment.

In addition to these courses for staff new to the teaching role, the Centre for Learning and Teaching offers a wide range of courses, events and consultancy to experienced lecturers and to course teams and academic schools across the university. Further information is available here [Centre for Learning and Teaching](#).

Date: 28/01/2021