

## Job Description

<b>Position:</b>	Senior Lecturer – Digital Marketing
<b>School/Service:</b>	Greater Manchester Business School (GMBS)
<b>Reference:</b>	GMBS-084/A
<b>Grade:</b>	Grade 8
<b>Status:</b>	Permanent
<b>Hours:</b>	Full Time
<b>Reporting to:</b>	Head of Teaching and Learning

### **Main Function of the Position:**

To teach on undergraduate and taught postgraduate GMBS programmes, leading as appropriate in dedicated areas.

To support the development of digital marketing modules and programmes, including apprenticeship standards

To contribute and lead, where appropriate, to commercial income generation activity, and will undertake knowledge exchange and scholarly activity to contribute to the development in GMBS in their relevant subject field, including in apprenticeship provision.

Working with other departments across the University to develop and maintain links between the GMBS and corporate clients regionally and nationally.

Deliver teaching and learning in line with our Teaching Intensive Research Informed agenda and supporting innovation across GMBS.

### **Principal Duties and Responsibilities:**

1. The management and direction of academic/research team(s), students and learning resources as assigned by the Head of School (HoS).
2. Be responsible for the design, delivery and on-going evaluation of relevant modules/programmes, including apprenticeships, ensuring GMBS objectives and learning outcomes are met, and reflects relevant content, economic need and current employment practice.
3. Develop and monitor innovative and creative appropriate assessments which measure student performance and understanding, to ensure learning outcomes have been met.
4. To provide effective management and academic leadership as required alongside the process of enrolment, induction, student choice, module scheduling and provision of any relevant student information.
5. To work alongside the University employability champions and IAB as required to ensure the curriculum is industry focused and that students are ready for the world of work after graduation.

6. To be responsible for developing and delivering regular corporate seminars to business leaders which will increase the profile of GMBS both regionally and nationally.
7. Challenge ideas, foster debate and encourage students to develop skills in critical discourse and rational thinking.
8. Use a variety of learning and teaching methods/materials (e.g. web-based and blended learning) to enhance the student experience.
9. Take responsibility for the pastoral care of students within a specified area, referring problems on which are complex or serious.
10. Coordinate others and plan assessment deadlines and specific teaching arrangements to ensure student needs and expectations are met and that time and resources are used effectively.
11. Undertake knowledge exchange, research or other agreed scholarly activity in order to contribute to the development of GMBS Practice.
12. Manage the demands of teaching, administration, research and scholarly activity to ensure competing deadlines are met.
13. Design, review and adapt academic/programme content and guidance materials by interpreting student feedback pre-empting needs to enable input to the overall development of the programme and enhance and support student progression and experience.
14. Identify and prepare proposals and applications to external bodies, as applicable, to secure research funding and generate additional income/opportunities for the University.
15. Ensure the latest research in their specialist area is fed into teaching and learning and, where relevant, support knowledge exchange and contribute to research distributed via literature and peer reviewed journals developing appropriate research methodologies to further scholarly activities.
16. Supervise the work of taught and research students, as required, to support the development of student research skills.
17. Identify gaps in course content and programme structure with colleagues and devise creative solutions which meet the requirements of overarching teaching frameworks.
18. Proactively and effectively engage with quality assurance procedures, contributing to papers as appropriate, to ensure GMBS/University standards are upheld.
19. Provide support, guidance and training to junior members of staff on the skills, processes, and activities relevant to the GMBS. Provide feedback to colleagues via peer mentoring schemes to support development of self and others and ensure continuous improvement of the School's performance.
20. Contribute to and assist in appropriate pre-entry, recruitment, selection and admissions activities (including Open Days/Industry and Partner Visits) to promote the GMBS and identify student needs and expectations. Coordinate student events ensuring appropriate use of time and resources.

21. Interact on a professional level with relevant internal and external professional bodies to ensure currency of knowledge, relevancy and accreditations.
22. Ensure a safe working environment and abide by university health and safety policies and practices and to observe the University's Equal Opportunities policy and Dignity at Work policy at all times.
23. Ensure and maintain integrity and confidentiality of data and associated data protection requirements in line with statutory and corporate requirements.
24. Awareness of environmental and sustainability issues and a commitment to the University's associated strategy with respect to the performance / delivery of key responsibilities of the role.

**Note:**

This is a description of the position requirements as it is presently constituted. It is the University's practice to periodically review job descriptions to ensure that they accurately reflect the role requirements to be performed and if necessary, update to incorporate changes where appropriate. The review process will be conducted by the relevant manager in consultation with the position holder.

Please note that this appointment is subject to Disclosure and Barring Clearance.

## Person Specification

<b>Position:</b>	Senior Lecturer – Digital Marketing	<b>Reference:</b>	GMBS-084/A
<b>School:</b>	Greater Manchester Business School	<b>Priority (1/2)</b>	<b>Method of Assessment</b>
<b>Criteria</b>			
<b>1</b>	<b>Qualifications</b>		
1 a)	Honors Degree in a relevant discipline	Priority 1	CV / Documentation
1 b)	A postgraduate qualification in relevant subject area	Priority 1	CV / Documentation
1 c)	Membership/qualification of a relevant professional body	Priority 2	CV / Documentation
1 d)	A relevant teaching qualification and fellowship status of the Higher Education Academy (HEA), or a willingness to obtain fellowship membership of the HEA within a specified time frame	Priority 1	CV / Documentation
1 e)	PhD/Professional Doctorate, or equivalent level qualification or outstanding achievements in a professional field.	Priority 1	CV / Documentation
<b>2</b>	<b>Skills / Knowledge</b>		
2 a)	Proven ability and commitment to undertake appropriate subject specific research and/or enterprise activity and ensure it informs teaching.	Priority 1	CV / Interview
2 b)	Able to successfully and effectively lead and manage academic/research programmes and teams	Priority 1	CV / Interview
2 c)	Proven academic development, teaching and assessment skills	Priority 1	CV / Interview / Assessment
2 d)	Ability and experience in operating systems and processes to enhance quality and teaching and learning excellence	Priority 1	CV / Interview
2 e)	Competent in the application of IT systems and capable of utilising IT with respect to the requirements of the role	Priority 1	CV / Interview
2 f)	Able to develop relationships with corporate stakeholders across the business community	Priority 1	CV / Interview
2 g)	Proven ability and commitment to undertake appropriate subject specific research and/or enterprise activity	Priority 1	CV / Interview
2 h)	Aware of current academic/professional developments in research, teaching and learning excellence such as postgraduate apprenticeship provision and online learning	Priority 1	CV / Interview
2 i)	Knowledge and understanding of apprenticeship provision at UG and PG levels.	Priority 1	CV / Interview
2 j)	Able to devise creative solutions that impact positively on teaching and learning.	Priority 1	CV / Interview

2 k)	Excellent written and oral communication skills and the ability to influence and persuade people at all levels and to exchange complex concepts in a manner appropriate to the audience	Priority 1	CV / Interview / Assessment
2 l)	Possess extensive breadth and/or depth of specialist knowledge to work within established programmes and to be able to write authoritatively in the areas of Data & Digital Marketing	Priority 1	CV / Interview
<b>3</b>	<b>Experience</b>		
3 a)	Proven teaching and programme leadership experience including the design, delivery, assessment and validation of modules/courses	Priority 1	CV / Interview
3 b)	Relevant experience in the supervision of the work of undergraduate and/or postgraduate students and providing appropriate pastoral support	Priority 1	CV / Interview
3 c)	Experience in contributing and implementing quality assurance improvements	Priority 1	CV / Interview
3 d)	Experience of preparing proposals/applications to external bodies to secure funding	Priority 1	CV / Interview
3 e)	Experienced and able to publish quality research	Priority 1	CV / Interview
3 f)	Experience in developing links and relationships with corporate businesses.	Priority 1	CV / Interview
3 g)	Experience in developing successful partnership arrangements with industrial and education providers	Priority 1	CV / Interview
<b>4</b>	<b>Personal Qualities</b>		
4 a)	Awareness of the requirements associated with operating within a customer service environment	Priority 1	Interview
4 b)	Commitment to continuous improvement and creative ways of working, supporting innovation in HE	Priority 1	Interview
4 c)	Able to work individually and under own initiative and to lead and manage projects and motivate others to reach agreed objectives/deadlines	Priority 1	Interview
4 d)	Able to demonstrate sensitivity in dealing with colleagues/partners and stakeholders from different cultural backgrounds	Priority 1	Interview
4 e)	Able to critically reflect on all aspects of own contribution to the role	Priority 1	Interview
4 f)	Able to successfully network with local/national employers and organisations.	Priority 1	Interview
<b>5</b>	<b>Other</b>		
5 a)	Willing to undertake staff development, which may take place outside the University	Priority 1	Interview

5 b)	Awareness of the principles of the Data Protection Act, Freedom of Information Act, the Bribery Act, Prevent and UKVI	Priority 1	Interview
5 c)	Awareness of the requirements of Health & Safety within the work environment	Priority 1	Interview
5 d)	Commitment to the University's policy on equal opportunities and diversity	Priority 1	Interview
5 e)	Flexible in working practices in order to meet the needs of the service and supportive of innovation	Priority 1	Interview
5 f)	Able to travel nationally and internationally in order to meet the requirements of the service	Priority 1	Interview

*Note:*

1. **Priority 1** indicates **essential** criterion – an applicant would be unsuccessful if unable to satisfy all Priority 1 criterion.
2. **Priority 2** indicates **desirable** criterion - applicants failing to satisfy a number of these are unlikely to be successful.
3. It is the responsibility of the employee to ensure any professional accreditation/membership remains current.
4. Employees are expected to have access to suitable IT equipment and broadband internet access at home to work remotely if required.