

JOB DESCRIPTION

1. JOB TITLE: Lecturer Digital Marketing (Fixed Term 12 Months - 1.0FTE)

2. HRMS REFERENCE NUMBER: RA0840-26

3. ROLE CODE:

4. DEPARTMENT: Chester Business School - Division of Marketing and Professional Development

Foreword from the Acting Head of Chester Business School, Dr Tim Brown: Chester Business School is an award-winning business school, which is renowned for its exceptional student focused experience and its record of graduate success. You would be joining a collegiate community of over one hundred colleagues and become part of a vibrant and creative team that places significant emphasis on continuing professional development and employer engagement. Chester Business School has a rich suite of courses including undergraduate, postgraduate, doctoral degrees as well as professional and work-related studies, and distance learning. Chester Business School is actively involved in the wider community and works in partnership with our community stakeholders across the region.

At Chester Business School we place significant emphasis on the pillars of sustainability, technology, and innovation, and on the principles of responsible management education – being a member of PRME since 2009. We encourage our students to be active in their communities, to volunteer their time and skills, and to be Citizen Students within and beyond the University. Chester Business School has a presence on a global scale and aims to have a positive impact, locally, regionally, nationally, and internationally, ensuring we maximise our students' potential as active citizens in their professions and communities. The post-holder will contribute to our management courses as required and will play a key role in supporting the strategy and success of the school.

5. JOB PURPOSE:

- To provide a supportive learning environment for students to develop graduate level and subject specific skills.
- To participate in the leading and delivery of undergraduate and postgraduate courses.
- To develop and implement teaching, learning, and assessment initiatives and strategies.
- To actively contribute to the wider developments of our academic community and stakeholders.
- To contribute to the strategic objectives of Chester Business School and the Faculty of Science, Business and Enterprise.

You will be responsible to the Deputy Head of Division of Marketing and Professional Development within Chester Business School. You will undertake teaching, research and administrative duties within your expert specialism of Digital Marketing and Marketing. You will also contribute to the broader areas of the Faculty as may be assigned by the Head/ Deputy Head of Division.

Teaching duties will include Module Leadership, as well as delivering and contributing to modules and courses across Chester Business School and Faculty. You will provide expertise in an area of scholarship such as developing, implementing, and sharing student centric pedagogic materials and techniques or producing and sharing innovative learning resources, tools, and guides. You will be responsible for ensuring that the modules or projects, for which you are responsible, are of the highest quality, are research and industry relevant, innovative and, where appropriate, refreshed and enhanced in order to attract new students and markets.

6. Background Information:

The University of Chester has a long tradition of teaching excellence and is proud of its 185-year history. The successful candidate will be joining a passionate, subject specialist team and be expected to actively contribute to shaping a positive, rewarding, and dynamic learning environment and student experience. The post-holder will play an important part in ensuring the quality of our academic provision, and in helping our courses and students develop and thrive. We value research informed teaching, and the successful candidate will have relevant subject expertise within areas such as Digital Marketing and Marketing.

Chester Business School offers a range of courses at Undergraduate as well as a variety of Masters and Doctoral level Courses. Alongside this, Chester Business School aims to have a positive impact, locally, regionally, nationally, and internationally, ensuring we maximise our students' potential as active citizens in their professions and communities.

The successful candidate will play an important part within the Marketing and Professional Development division and will be based at Queen's Park Campus, Chester, in the heart of the historic city. The post-holder will design, deliver, and develop on our Digital Marketing and Marketing courses, modules, and curriculum, as well as to support and supervise students across all levels. The post-holder will be expected to work closely and flexibly with colleagues and partners from their own and other disciplines, as well as liaising with colleagues based at our other University sites. There may also be a requirement to teach at other university sites across Chester.

7. WORK PERFORMED AND/OR KEY RESULT AREAS:

7.1 Communicating Effectively

- To facilitate students' learning through lectures, tutorials, and seminars at postgraduate levels, contributing to undergraduate levels as required (e.g. Master's level and Doctoral levels).
- To produce high quality teaching and learning material to support and develop student learning at undergraduate level and at postgraduate level, as required.
- To write and publish research papers.
- To contribute to the writing of course validation documents as required.
- To contribute to the cross-Faculty development of curriculum and course materials.

7.2 Leadership and Working Collaboratively

- To exercise academic leadership, coordinating the efforts of colleagues to deliver module and course objectives.
- To act as module leader as required.
- To act as course leader as required.
- To collaborate with academic colleagues on course development and curriculum changes.
- To consider inclusive principles in all aspects of curriculum and service design and delivery.

7.3 Liaison and Networking

- To build internal contacts & participate in internal networks for the exchange of information & to form relationships for future collaboration.
- To build external/international contacts & participate in external/international networks for the exchange of information & to form relationships for future collaboration.
- To initiate and lead short term internal networks for e.g. new degree courses, co-ordinating teams of staff from university/department and external examiners; to oversee the development of new courses, write documentation, gain accreditation, and secure approval of new courses.
- To facilitate and enhance quality assurance with University partners where necessary.
- To be an active member of relevant departmental or Faculty committees.

7.4 Delivering a High Quality Standard of Service

- To enhance the quality of taught and research courses at postgraduate and/or undergraduate levels.
- To seek ways of improving performance by reflecting on teaching design and delivery by obtaining and analysing peer observation feedback, student feedback, and external examiner feedback to maintain high quality learning and teaching.
- To be data driven and be able to set and work towards appropriate action plans and targets.

7.5 Effective Decision Making

- In the context of the role-holder's teaching duties, to make independent decisions on the content of individual learning activities and marking for student assessment purposes, and to provide advice to colleagues on such matters.
- To sit on student selection panels as required.
- To make collaborative decisions with course teams on the content of taught and research courses at undergraduate and/or postgraduate levels.
- To provide advice on issues to other members of the department to influence operational decisions within the immediate work area.

7.6 Planning and Organising Self and Others

- To contribute to course organisation and management.
- To plan and manage own teaching and responsibilities as appropriate. To undertake elements of departmental leadership in areas such as organisation of staff development activities, course leadership, assessment, students with specific learning needs, use of technology to support learning, or curriculum or student development roles.
- To act as module and course leader as required, co-ordinating the work of module/ course team to ensure modules are delivered to the standards required & co-ordinate the work of colleagues to identify & respond to students' needs.
- To make significant and sustained contributions to the management of the subject area, including planning and resource allocation, policy development and improvement of procedures.
- To contribute to cross-Faculty course organisation, contributing to strategic decisions as required.
- To be responsible for the co-ordination of administrative duties in areas such as admissions, time-tabling, examinations, assessment of progress & student attendance.

7.7 Innovation and Improvement (Effective Problem Solving)

- To design new modules and courses as required.
- To develop suites of new modules and contribute/lead to overall course design.
- Work with others to develop ideas for generating income and promoting the subject.
- To deal with problems e.g. students' academic progress and personal issues (e.g. responding to needs of students with learning difficulties through referral to the appropriate support departments within the University).

7.8 Analysis and Research

- To research teaching materials and to identify and utilise current best practice in the relevant subject area.
- To conduct subject specific professional & pedagogy research & scholarship at national level, leading to publications or other outputs as appropriate; identify new trends in best practice in the relevant subject area.

7.9 Sensory and Physical Demands

- Standard office environment and equipment reflecting the needs of classroom, laboratory, studio, field, and placement activities as appropriate.

7.10 Work Environment

- To be responsible for the health and safety of students in their immediate working environment, reporting any health and safety concerns to the Head of Department.
- There may be a requirement to be flexible with regards to working location and environment.

7.11 Pastoral Care and Welfare

- To deal with sensitive issues concerning students and provide support.
- To act as a Personal Academic Tutor (PAT).
- To take responsibility for dealing with referred issues for students within own courses.

7.12 Team Development

- To undertake peer mentoring and review of colleagues as required.
- Support the learning of colleagues through coaching and mentoring.

7.13 Teaching and Learning Support

- To design inductions to modules and courses for students, adapting delivery to suit learners' needs
- To design and deliver one-off lectures or workshops as required, providing feedback on performance
- To develop and design course content and materials, ensuring compliance with the quality standards and regulations of the University and department.
- Develop and research own teaching materials, methods and approaches with guidance and ensure that content, methods of delivery and learning materials meet defined learning objectives.
- To conduct seminars and tutorials, introducing new methods of delivery where required.
- To assess students' overall performance, through setting/ marking course work, practical sessions, supervisions, fieldwork and examinations, providing appropriate feedback to students.
- To challenge thinking, foster debate and develop the ability of students to engage in critical discourse and rational thinking.
- Supervise students' projects, work-based learning, fieldwork and placements at all levels.
- To supervise the work of students, provide advice on study skills and help them with learning problems.
- To support and enhance the quality assurance process of University partners, where required.
- Responsible for the overall quality auditing of course provision to identify areas where current provision is in need of revision or improvement.
- To contribute to overall curriculum development and course design in specific area of curriculum.

7.14 Knowledge and Experience

Qualifications

- Will be required to hold a doctoral level qualification or equivalent professional qualification/recognition.
- Will be required to hold a Masters level or equivalent professional qualification.
- Membership of a relevant professional body (e.g. AdvanceHE) within a specified period from the date of appointment.

Experience

- Must have suitable expertise to deliver lectures in relevant subject area(s).
- Previous teaching and assessment experience in higher education.
- Proven and sustained track record of contribution to the development of policy and practice in teaching and learning support.

Skills/Attributes

- An ability to keep abreast of, and lead developments in, teaching and scholarship specific to the subject area, demonstrated through e.g. attendance at conferences, external contacts and, where appropriate, publication of research.
- An ability to support students both academically and pastorally.
- Organisational and administrative skills.
- IT skills.
- An ability to lead and/or work as part of a team

7.15 General

- To undertake any other duties commensurate with your grade, and/or hours of work, as may reasonably be required of you.
- To take responsibility for upholding and complying with the University's Equality and Diversity policies and for behaving in ways that are consistent with fair and equal treatment for all.
- To comply with all University Health and Safety policies.

PERSON SPECIFICATION

Job Title: Lecturer HRM, Leadership and Management

Division of Marketing and Professional Development

Criteria	Essential / Desirable	Method of identification
Qualifications:		
Good first degree in relevant subject.	Essential	Application Form
Masters level qualification.	Essential	Application Form
Membership of a relevant professional body (e.g.AdvanceHE).	Desirable	Application Form
PhD or equivalent such as a taught doctorate, or very close to completion.	Desirable	Application Form
Proven Experience:		
Must have suitable expertise to deliver lectures in subject areas such as Digital Marketing and Marketing.	Essential	Application Form/Interview
Previous teaching and assessment experience in higher education.	Essential	Application Form
Previous experience of course leadership / management	Desirable	Application Form
Previous experience in supporting students on undertaking industry focused placements and/or projects.	Desirable	Application Form/Interview
Demonstration of an advanced level of subject knowledge and potential to be of being an externally regarded teacher or scholar.	Essential	Application Form/Interview
An ability to keep abreast of, and lead developments in teaching and scholarship specific to the subject area, demonstrated through e.g. attendance at conferences, external contacts and, where appropriate, publication of research.	Desirable	Application Form/Interview

<p>Delivering academic and service excellence:</p> <p>An ability to support students both academically and pastorally and to effectively work with University partners where needed.</p>	<p>Essential</p>	<p>Interview</p>
<p>Managing self and inspiring others:</p> <p>Strong organisational and administrative skills.</p> <p>Excellent IT skills.</p>	<p>Essential</p> <p>Essential</p>	<p>Application Form/Interview</p> <p>Application Form/Interview</p>
<p>Working together:</p> <p>An ability to lead and/or work as part of a team.</p> <p>A flexible approach to work, supporting colleagues to meet departmental objectives and to maintain a high quality, student focused experience.</p> <p>An awareness of diversity and inclusion within the workplace and in an educational context.</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p>	<p>Interview</p> <p>Application Form/Interview</p> <p>Interview</p>
<p>Organisational and stakeholder awareness:</p> <p>Evidence of having built internal and external networks for the exchange of information and collaborations.</p>	<p>Essential</p>	<p>Application Form/Interview</p>

Essential Requirements are those, without which, a candidate would not be able to do the job. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the shortlisting stage.

Desirable Requirements are those that would be useful for the post- holder to possess and will be considered when more than one applicant meets the essential requirements.

Method of identification is where the selection panel will match the candidate's skills and abilities to the required criteria outlined (i.e. application form, interview, test)

**UNIVERSITY OF CHESTER
FACULTY OF BUSINESS AND MANAGEMENT
CHESTER BUSINESS SCHOOL**

Lecturer Digital Marketing (Fixed Term 12 Months - 1.0FTE)

SALARY SCALE

TSR3, points 31 – 34, £ 39,906 - £43,482 per annum

HOLIDAY ENTITLEMENT

35 days per annum. In the annual leave year in which employment commences annual leave entitlement will accrue on a pro-rata basis for each completed calendar month of service. Two extra statutory days during the Christmas period.

MEDICAL EXAMINATION

The successful candidate will be required to complete an Occupational Health Questionnaire and may also be required to undergo a medical examination.

ESSENTIAL CERTIFICATES

Short-listed candidates will be asked to bring to interview, proof of qualification as outlined on the Job Description and Person Specification provided. Upon appointment, copies of essential certificates will be required by Human Resources.

PENSION SCHEME

All academic staff will be enrolled in the Teachers' Pension Scheme from their first day of employment, in accordance with the scheme rules. If staff do not wish to remain a member of the scheme, they will be entitled to opt out after enrolment.

EQUAL OPPORTUNITIES

The University has a policy of equal opportunity aimed at treating all applicants for employment fairly.

SMOKING POLICY

The University operates a No-Smoking policy.

PROBATIONARY PERIOD

A twelve months' probationary period applies to all Academic posts.