

**University of Derby Job Description**

# Job Summary

## Job Title

Lecturer in Marketing

## College

College of Business, Law and Social Sciences

## Location

Kedleston Road, Derby

## Job Reference Number

0247-21-R2

## Salary

£33,309 to £50,296 per annum

## Reports To

Head of Discipline

## Line Management Responsibility

No

# Job Description and Person Specification

## Role Summary

Develop and deliver an innovative and flexible range of learning and teaching materials in a relevant subject area or across modules that provide high quality, accessible learning opportunities and an exceptional student experience in line with the University’s strategic objectives, ensuring that employability and ‘real-world’ learning are at the heart of the curriculum. Engage in research which influences leading edge practice, informs and inspires the research-led curriculum and teaching and contributes to continuing subject expertise and contribution to the REF.

The post holder will have particular responsibility for teaching on a range of marketing modules on our undergraduate and postgraduate marketing programmes, specialising in PR and advertising, but also teaching in other areas of marketing. A flexible approach to teaching on marketing modules across UG, PG and professional/commercial programmes is required.

## Principal Accountabilities

### Learning / Teaching

1. Effectively teach and facilitate learning on a range of subjects / modules within the subject area on undergraduate, postgraduate, professional and post-experience programmes.
2. Ensure that knowledge from research and scholarly activities informs and enhances learning and teaching, as well as extending it to appropriate external activities such as knowledge transfer activities.
3. Ensure that module / programme design and delivery comply with the quality standards and regulations of the University.
4. Participate effectively in the assessment process, including the setting, marking and moderation of student work, providing constructive feedback and ensuring it is in accordance with quality assurance procedures.
5. Participate in the continuing review and development of module/programme delivery, incorporating innovative study modes, learning environments and pedagogic practices to engage and stimulate students, deliver effective learning outcomes and develop the skills and attributes of the ‘Derby Graduate’.
6. Take on relevant module leader and/or programme leader responsibilities, including associated marketing, recruitment, delivery and ongoing programme development activities.

### Research / Scholarship

1. Engage in individual research and collaborate both internally and externally on research projects that are consistent with the College, and contribute to influencing leading edge practice in the University and contribution to the REF.
2. Sustain and enhance the reputation of the University by publishing in appropriate quality journals and presenting at scholarly activities such as workshops, conferences and other similar events.
3. Develop and maintain contacts and relationship with relevant professional, research and industrial organisations.
4. Contribute to writing bids for externally funded research projects.

### Other

1. Act as a personal tutor, supporting and mentoring students as appropriate.
2. Provide pastoral care to students, referring when necessary to services that provide further support.
3. Support marketing and student recruitment activities as required.
4. Develop external links in order, for example, to support student recruitment, secure student placements, facilitate outreach work, generate income or build relationships for future activities.
5. Be responsible for administrative duties in areas such as admissions, timetabling, examinations and assessment of progress and student attendance.
6. Contribute to effective cross College / University working.

Observe and implement University policies and procedures.

## Person Specification

### Essential Criteria

#### Qualifications

* Good Honours Degree in relevant subject discipline or equivalent
* Master’s degree (or equivalent) in a Marketing related discipline
* Fellowship of the Advanced HE (HEA) or willingness to work towards (within 24 months)
* PhD (or submitted and awaiting examination) or equivalence accepted in a relevant subject area, for example by publication or through appropriate professional achievement or willingness to work towards within an agreed timeframe
* Subject specific qualifications / knowledge

#### Experience

##### Learning / Teaching

* Experience or knowledge of quality assurance and validation of HE modules / programmes
* Experience or knowledge of higher education and ability to use a range of delivery techniques to inspire and engage students

##### Research / Scholarship

* Significant experience of own discipline to enable the development of new knowledge and understanding within the field
* Experience of research / enterprise activity
* Evidence of active publishing in high quality journals or other outputs in research or practice that will contribute to the REF or other areas identified in the College / University Research Strategy

#### Skills, knowledge & abilities

* An appropriate level of digital capability and aptitude with practical experience of applications which aid student learning
* Ability to communicate complex and conceptual ideas to a range of groups
* Proficient in using IT to support own work and for application to technology-enhanced learning / teaching and research activities
* Excellent written and oral communication skills including networking and relationship building skills, both across the University and externally
* Able to demonstrate both independent self-management and team working
* Able to work with competing priorities and to tight deadlines
* Demonstrates competences, core behaviours and supplementary behaviours that support and promote the University’s core values
* Demonstrates professionalism in learning / teaching and the values of the UK Professional Standards Framework for HE
* A sound understanding of the current higher education environment and its implications for the student learning experience
* A sound understanding of the employability agenda and its relevance to learners and the curriculum
* A sound understanding of internationalisation and its relevance for learners and the curriculum
* Flexible to the needs of others
* Innovative and creative in teaching, learning and assessment
* Committed to continual enhancement and a high quality student experience
* Committed to a high-performance culture, fostering continuous improvement and driving quality

#### Business requirements

* Able to take a flexible approach to work
  + Travel between sites and occasionally overseas for research or teaching
  + Some evening and occasional weekend teaching
  + Attendance at Open Days, Graduation events etc.
  + A commitment to own professional development

### Desirable Criteria

#### Qualifications

* Appropriate level of membership of a relevant professional body or working towards
* Postgraduate Certificate in Teaching and Learning in Higher Education

#### Experience

##### Learning / Teaching

* Recent proven experience of delivering excellent and effective learning and teaching identified by peer review at undergraduate and postgraduate levels at a Higher Education provider
* Demonstrable experience of module and / or programme leadership
* Online and blended learning / teaching experience
* Demonstrable experience of successful curriculum development
* Demonstrable experience of 2 years’ experience of effectively designing and implementing a range of formative and summative assessments for undergraduate and postgraduate (include professional where appropriate) programmes

##### Research / Scholarship

* Developing national and international profile of research and scholarly activity
* Experience of bidding for and obtaining external research funding
* Experience of successfully applying discipline to income generation activities, including consultancy, industry-based applied research and KTPs

#### Skills, knowledge and abilities

* Able to identify potential sources of funding
* A sound knowledge of the QAA Quality Code and HEFECE’s Operating Model for Quality Assurance

# Benefits

As well as competitive pay scales, we offer generous holiday entitlement. We also offer opportunities for further salary progression based on performance, and the opportunity to join a contributory pension scheme.

The University of Derby is committed to promoting equality, diversity and inclusion. However you identify, we actively celebrate the knowledge, experience and talents each person brings.

For more information on the benefits of working at the University of Derby go to [the Benefit pages of our website.](https://jobs.derby.ac.uk/display.aspx?id=1912&pid=0&tabId=230)