

# JOB DESCRIPTION



<b>Job Title:</b>	Lecturer in Digital Marketing/Marketing
<b>School/Service:</b>	Lancashire School of Business and Enterprise
<b>Grade:</b>	H
<b>Responsible to:</b>	Academic Resources and Portfolio Director

**Job Purpose:**

To contribute to the academic development, course management, teaching, research development, and scholarship within the School in the area of Digital Marketing/Marketing

**Main Duties and Responsibilities:**

1. To make a contribution to achieving the academic objectives in the School through teaching, research, and income generating activities.
2. To act as a module leader for a number of identified modules.
3. To undertake administrative duties relevant to module leadership (administer course registers, assessment records, learning programmes and other records).
4. To engage with the recruitment of students onto courses and to provide appropriate advice on progression and career opportunities.
5. To adhere to quality assurance and enhancement systems to ensure high standards are maintained and the student experience is enhanced.
6. To contribute to the development of the School's commercial activities, including consultancy, training and funded projects.
7. To participate in research as an individual or part of a team.
8. To develop and consolidate contacts with industry/employers and other external organisations.
9. To undertake any duties relevant to the School's activities and commensurate with the level of the post, as directed by the Head of School/designated Division Leader.

<b>Signed:</b>		<b>Date:</b>	
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# PERSON SPECIFICATION

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Attributes	Essential	Desirable	Measured By
<b>Work Experience</b>	Experience of teaching Marketing in a higher education environment.		Application Form or Interview
<b>Education/Qualifications</b>	Good honours degree (or equivalent) in a relevant subject. A relevant Masters qualification in a business related subject. PhD in a relevant area (or registration on doctoral programme) or equivalent experience.	Publications, conference presentation. Formal teaching qualification or Registered Practitioner of Higher Education Academy.	Application Form
<b>Skills/Abilities</b>	Ability to teach and supervise dissertations. Flexible and innovative approach to teaching and learning Ability to undertake research/knowledge transfer Ability to work on own initiative as well as part of a team IT literate with knowledge of Microsoft PowerPoint and Blackboard (or equivalent)	An ability to contribute to commercial activities and income generation An ability to contribute to the enhancement of research within the School Knowledge of UK current Marketing education and practice High level of IT skills in context of e-learning, including Blackboard or equivalent.	Application Form, Interview, and Presentation
<b>Other</b>	Excellent presentation and communication skills. An understanding of and demonstrable commitment to the University's Values of Common Sense, Compassion, Teamwork, Attention to Detail, and Trust as a framework for decisions, actions and behaviours.	Active member of relevant professional body as appropriate	Interview