

It is important to note that this job description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your contract of employment.

Job description for the post of:

Lecturer or Senior Lecturer in Marketing/Advertising EHT1045-0119

Reporting to: Director of the Business School

Accountable to: Pro Vice-Chancellor (Research) & Dean of Faculty of Arts and Social sciences

Edge Hill University Business School is currently the second largest in the Faculty of Arts and Sciences and will continue to grow in terms of student and staff numbers in the coming years. As a business-focused school, our strategic direction highlights the importance of developing enterprise and employability through the curriculum, as well as an increased engagement with employers on work-based learning and related initiatives. Our core focus is developing the highest calibre graduates achieving excellent employability through delivering outstanding teaching and learning supported by our commitment to research. Our commitment to employability and professional development is reflected in the high proportion of our Faculty with significant career experience in business, enterprise and public sector organisations. We aim to enhance the student experience, improve our NSS scores and continue to build our strong record in professional accreditations and collaborations with organisations, professional and learned bodies and universities regionally, nationally and overseas.

The Post

The successful candidate will play a significant role in delivering marketing/advertising and related modules at undergraduate and postgraduate level, whilst also making a positive contribution to a broad range of subjects across the school. Expertise in the areas of digital marketing and media analytics, advertising and/or social marketing is sought. You will have the potential to produce published work suitable for submission to the Research Excellence Framework, and play an active role within the development of the business school both internally and externally. Professional recognition/qualifications and/or business experience in marketing roles is essential.

Duties and responsibilities

The duties and responsibilities of this post are as follows. The postholder will be expected to carry out the following as and when required.

Corporate Responsibilities

The postholder will:

- a) Participate in Edge Hill University's decision-making process.
- b) Contribute to and serve as appropriate on internal committees, working and advisory groups.
- c) Contribute to the fulfilment of Edge Hill University's Mission Statement and Strategic Plan by implementing agreed Edge Hill policy.
- d) Encourage and promote the generation of income including the provision of research and consultancy.
- e) Promote and implement the University's equal opportunities policies.

Specific duties and responsibilities (Grade 8 and 9)

The post-holder will be expected as and when required to:

- a) Contribute effectively to the subject area in a chosen area of research and/or scholarly development with support and assistance from colleagues as required and register for doctoral study within one year of employment if not already registered/completed.
- b) Contribute effectively to the design and planning of the curriculum including preparation of own teaching and learning materials and course documentation.
- c) Effectively oversee the welfare, progress, examination and assessment of the students as designated by the Head of Area.
- d) Promote the work of the University and participate in the recruitment, selection and induction of students.
- e) Provide support to individual students and groups of students in accordance with Edge Hill procedures, referring students to further support services as appropriate.
- f) Contribute to the curriculum development of the area's academic programmes.

- g) Seek to enhance the quality of education and provision by ensuring that high standards of teaching and learning are maintained on the relevant courses to which they contribute.
- h) Contribute effectively towards the development of the Marketing/Advertising subject area within an established programme of study.
- i) Organise and administer tasks in an efficient and effective manner.
- j) Use teaching and learning strategies, which encourage student involvement and advance their independent learning.
- k) Develop and maintain links with cognate disciplines within the Faculty, University, Industry and the Community.
- l) Carry out any other duties associated with the area to be included by the Director of School.

Specific duties and responsibilities (Grade 9)

- a) Effectively oversee the welfare, progress, examination and assessment of the students as designated by the Head of Area.
- b) Promote the work of the University and participate in the recruitment, selection and induction of students.
- c) Act, as and when required, and in accordance with Edge Hill procedures, as a Personal Tutor for a group of students.
- d) Assist in the curriculum development of the area's academic programmes.
- e) Seek to enhance the quality of education and provision by ensuring that high standards of teaching and learning are maintained on the relevant courses to which they contribute.
- f) Contribute effectively towards the development of the Marketing/Advertising subject area including taking lead responsibility for nominated projects.
- g) Organise and administer tasks in an efficient and effective manner.
- h) Use teaching and learning strategies, which encourage student involvement and advance their independent learning.
- i) Develop and maintain links with cognate disciplines within the Faculty, Institution, Industry and the Community.

- j) Carry out any other duties associated with the area to be included by Head of Subject.

In addition to the above all Edge Hill University staff are required to:

- a) Adhere to all Edge Hill's policies and procedures, including Equality and Diversity and Health and Safety
- b) Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons
- c) Undertake appropriate training and development as required
- d) Participate in Edge Hill's Performance Review and Development Scheme
- e) Adhere to Edge Hill University's environmental policy and guidelines and undertake tasks in a sustainable manner
- f) Demonstrate excellent Customer Care in dealing with all customers

Salary: Grade 8, Points 31 – 35
 £ 34,189 – 38,460 per annum

 Grade 9, Point 36 – 40
 £ 39,609 – 44,559 per annum

Hours: Full Time

Candidates should note that they will be shortlisted based on information provided on the application form with regard to the applicant's ability to meet the criteria outlined in the Person Specification form attached.

PERSON SPECIFICATION

Lecturer in Marketing/Advertising EHT1045-0119

Grade 8

CRITERIA: Applicants should be able to provide evidence of their ability to meet the following criteria.

		Essential	Desirable	*Method of assessment (I/A/S/T/P)
Qualifications				
1	A good relevant honours degree or equivalent qualification	*		A
2	Higher professional qualifications relevant to the post, or evidence of satisfactory progress towards such qualifications.		*	A
3	PhD or substantial progress towards completion of a PhD		*	A
Experience and Knowledge				
4	Successful teaching experience in Higher Education or other evidence of the ability to be an effective teacher at this level	*		S/I
5	Professional experience relevant to the post working in Marketing roles	*		S/I
Teaching, Learning and Assessment				
6	An effective communications style and interpersonal skills	*		I/P
7	Ability to develop and use effective, flexible and innovative approaches to teaching, learning and assessment	*		S/I
8	Ability to use Information and Communication Technology (ICT) to support teaching and learning	*		S/I
9	Ability to contribute to the assurance of academic quality and standards	*		I
10	Ability to support the diverse academic and personal needs of individual students	*		S/I
Scholarly Activity and Research				
11	Commitment to engage in research and scholarship	*		S/I
12	Ability to engage in innovation, knowledge construction and knowledge dissemination	*		S/I
Management and Administration				
13	Ability to support the general development of undergraduate student employability through networking, employer engagement and student learning	*		S/I

PERSON SPECIFICATION

Senior Lecturer in Marketing/Advertising EHT1045-0119

Grade 9

CRITERIA: Applicants should be able to provide evidence of their ability to meet the following criteria.

		Essential	Desirable	*Method of assessment (I/A/S/T/P)
Qualifications				
1	A good relevant honours degree or equivalent qualification and experience of Higher Education learning	*		A
2	Higher professional qualifications relevant to the post	*		A
3	PhD	*		A
Experience and Knowledge				
4	Successful teaching experience in Higher Education or its equivalent	*		S/I
5	Professional experience relevant to the post working in Marketing roles	*		S/I
Teaching, Learning and Assessment				
6	An effective communications style and interpersonal skills	*		I/P
7	Ability to develop and use effective, flexible and innovative approaches to teaching, learning and assessment	*		S/I
8	Ability to use Information and Communication Technology (ICT) to support teaching and learning	*		S/I
9	Ability to be responsible for the assurance of academic quality and standards	*		I
10	Ability to support the diverse academic and personal needs of individual students	*		S/I
Scholarly activity and Research				
11	Commitment to engage in advanced scholarship	*		S/I
12	Ability to engage in innovation, knowledge construction and knowledge dissemination as evidenced through publications in excellent scholarly outputs and public engagement	*		S/I
Management and Administration				
13	Ability to develop the student employability agenda in the department/institution through networking, employer engagement and student learning.	*		S/I

*Method of Assessment

(I-Interview, A-Application, S-Supporting Statement, T-Test, P-Presentation)

Please note that applications will be assessed against the Person Specification using this criteria.