

## **Job Detail**

(Overview, Role Detail and Person Specification)

### Faculty of Arts and Sciences

<b>Title:</b>	Lecturer or Senior Lecturer in Marketing/Advertising
<b>Grade:</b>	8 / 9
<b>Hours:</b>	Full Time
<b>Contract</b>	Permanent
<b>Location</b>	Ormskirk

## About the University

Edge Hill University is an ambitious institution, based on an attractive, award-winning 160-acre campus in Lancashire, close to Liverpool and Manchester. The University aspires to combine excellent research of reach and significance with a world-class student experience.

Edge Hill University is ranked as Gold in the Teaching Excellence Framework (TEF), the government's evaluation of excellence in teaching quality, learning environment and student outcomes.

Edge Hill is one of the select few universities to have held the coveted UK University of the Year title, awarded by *Times Higher Education* (2014/2015) and it appears in the Times Higher's Global Ranking (801-1000). Recent successes include a Global Teaching Excellence Spotlight Award (2018) from Advance HE in association with Times Higher Education, being ranked in the top 10 for teaching by the *Times/Sunday Times Good University Guide* 2017, top in the North West for student experience (Times Higher Education 2017), and top in the UK for student accommodation in the 2017 WhatUni Awards.

When Edge Hill was awarded University of the Year title for 2014/15, Times Higher Education described it as *"a great success story...an institution that improves and impresses year after year"*. The award recognised its outstanding achievements in student satisfaction, staff engagement, graduate employment and innovation as well as its strengthening research profile, investment and growth. It also celebrated Edge Hill University's distinct role in *"transforming lives"* – reflecting a distinctive philosophy of creating opportunity from excellence.

Edge Hill University has achieved both Athena Swan Bronze and the European Commission's 'HR Excellence in Research Award', which acknowledges alignment with the principles of the European Charter for Researchers and Code of Conduct for researcher recruitment. The process incorporates both the QAA Code of Practice for Research Degree Programmes and the Concordat to Support the Career Development of Researchers.

To gain the HR Excellence in Research Award Edge Hill University has undertaken a comprehensive Gap Analysis exercise in order to generate a 2-year action plan (2018-2020), based on the Concordat Principles, to enable continuation of good practice and facilitate improvement in areas identified as needing development.

To find out more visit <https://www.edgehill.ac.uk/fas/about->

## Reward:

We want you to feel happy when you come to work and proud when you go home. From the moment you join us you have the opportunity to enhance your skills. We offer a range of specialist development sessions and academic development opportunities along with an award winning and comprehensive staff health & wellbeing programme (HR Excellence Awards 2017). This means you will receive a full academic induction, be enrolled if appropriate on our PGCTHE, benefit from the Edge

Hill University CPD scheme (UKPSF) and our annual University Learning and Teaching day all to support your professional development.

This is just a taste of what we are able to offer you at Edge Hill University.

### **About You**

You will be an enthusiastic and friendly professional with excellent communication and interpersonal skills coupled with a commitment to providing an excellent student experience. An established or promising research profile in marketing and very good teaching experience on undergraduate marketing programmes is essential. A background in marketing with supporting qualifications and experience would be an advantage.

To be successful you will further enrich our students' experience through your expertise and subject knowledge as evidenced through your qualifications and experience. In return, you will join a forward thinking and dynamic team that pushes the boundaries of curriculum development within marketing

### **About the Job**

You will be required to make a significant contribution to the delivery of our programmes, contributing to the delivery of our modules on marketing and other areas of our core curriculum depending on your areas of expertise and experience.

You will be expected to contribute to the research profile of the department through the activities of one of our Research Units, and to meet the qualitative and qualitative requirements for submission to the next Research Excellence Framework.

## **Grade 8**

### **Duties and responsibilities**

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

#### **As a Lecturer you will:**

##### **Teaching and Learning / Scholarship**

- Contribute to the curriculum development of the Subject/Department academic programmes and wider Faculty where appropriate, producing high quality, innovative teaching and learning material, informed by research and professional practice (where appropriate) to support and develop student learning, engagement and application in practice (where appropriate) at undergraduate and post graduate level;
- Enhance the quality of education and provision by ensuring that you maintain high standards of learning and teaching;
- Use teaching and learning strategies, which encourage student involvement and advance their independent learning, adapting delivery to suit learners' needs;
- Engage in subject professional and pedagogy research and/or scholarship as required to support teaching activities;
- Contribute effectively to the design, planning and administration of the curriculum including preparation of your own teaching and learning materials and course documentation;
- Contribute effectively to curriculum delivery, at the modular level, taking lead responsibility, where appropriate, within undergraduate and/or postgraduate levels;

##### **Student Support**

- Effectively oversee the welfare, progress, examination, assessment and marking of the students as designated by the Head of Department (or their deputy);
- Provide effective support to individual students and groups of students in accordance with Edge Hill University's procedures, referring students to further support services as appropriate;
- Promote the work of the University and participate in the recruitment, selection and induction of students;
- Undertake, as and when required, and in accordance with Edge Hill procedures, personal tutor responsibilities (academic and pastoral);

Support learning in practice, including placement/mentor preparation and practice audits (where appropriate).

## **Research**

- Publish, or show evidence of working towards publication of research consistent with the department's priorities in appropriate peer-reviewed journals;
- Begin to develop and maintain links with cognate disciplines within the Faculty, University, Industry and the Community as part of a coherent research-dissemination strategy;
- Collaborate with colleagues to identify and secure external funding through research grants and contracts and in developing collaborative research income-generating ideas.

## **Leadership / Service / Externality**

- Be an active member of relevant Departmental/Faculty/Institutional committees and contribute to partnership working with external colleagues and service users (where appropriate);
- Contribute to faculty business, project management and/or enterprise;
- Assist in student recruitment activities including Open Days, interviews or auditions;
- Engage in appropriate training programmes provided by the University;
- Establish networks (professional and academic) to maintain currency and personal development;
- Carry out any other duties as reasonably requested by Head of Department. Generally, these will be relatively limited in order to allow the role holder to take advantage of planned developmental and research opportunities.

## **Grade 9**

### **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.

#### **As a Senior Lecturer you will:**

##### **Teaching and Learning / Scholarship**

- Effectively lead taught modules and programmes, taking a lead role in curriculum delivery and organisation, including teaching;
- Contribute effectively to the design and planning of the curriculum, including the writing of course validation documentation as required, ensuring compliance with the University's Academic Regulations and Quality Management Handbook;
- Seek to enhance the quality of education that students receive by ensuring that high standards are maintained in their own teaching, through regularly engaging with appropriate professional development activities;
- Develop and use teaching and learning strategies across aspects of a course, which encourage student involvement and advances their independent learning, adapting delivery to suit students' needs;
- Collaborate with colleagues in the continuous review and development of Department's programmes;
- Supervise and monitor undergraduate and postgraduate taught students and supervise and monitor the work of research students;
- Actively support and carry out research and scholarship which supports and informs programme currency delivery;
- Reflect on your own teaching and implement ideas for improving your own performance;
- Contribute effectively towards the development of the Department within an established programme of study.

##### **Student Support**

- Effectively oversee the welfare, progress, examination, assessment and marking of the students as designated by the Head of Department (or their deputy);
- Take responsibility for specific aspects of the assessment process e.g. moderation or liaison with external examiner;

- Act, as and when required, and in accordance with Edge Hill procedures, as a Personal Tutor for a number of students;
- Take an advisory role in complex cases of support for a student.

### **Research**

- Publish and disseminate the results of research in peer-reviewed journals or other appropriate outlets of recognised academic quality in line with area of expertise;
- Contribute effectively to, and lead as appropriate, research and/or enterprise projects including identifying and obtaining funding to support the projects;
- Enhance and maintain links with cognate disciplines within the Faculty, Institution, Industry and the Community;
- Apply for grant funding and manage, as appropriate, any grants which are secured;
- Supervise and manage research projects if required.

### **Leadership / Service / Externality**

- 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;
- Co-ordinate others to ensure module(s) are delivered to the standards required and to identify & respond to students' needs;
- Lead on quality assurance and course evaluation, including facilitating student feedback;
- Contribute effectively towards the development of the Department including taking lead responsibility for nominated projects;
- Responsible for the overall quality auditing of course provision to identify areas where current provision is in need of revision or improvement;
- Develop others with ability to mentor colleagues in developing both their research agendas as well as teaching portfolios.
- Be a fully active member of relevant Departmental/Faculty/Institutional business/committees and contribute to partnership working, projects and enterprise activity with external colleagues and service users (where appropriate);
- Promote the work of the Institution and participate in the recruitment, selection and induction of students;

- Participate in and develop additional external networks/operational links to further the development and reputation of the department and of the University;
- Effectively manage relationships with key stakeholders;
- Take part in relevant internal boards, committees and working groups as required;
- Organise and administer tasks in an efficient and effective manner;
- Carry out any other duties as requested by Head of Department/Line Manager, commensurate with the grade of the post.

## Grade 8

### Person Specification:

**Method of Assessment (I-Interview, A-Application, T-Test, P-Presentation)** Please note that applications will be assessed against the Person Specification using these criteria

### Qualifications

	The successful candidate should:	Essential/ Desirable	Evidence
1	A good relevant honours degree or equivalent qualification and experience of Higher Education learning	Essential	A
2	PhD or equivalent (normally by publication but where appropriate through professional achievement)	Essential	D
3	HE teaching qualification, or a commitment to achieve one within two years of appointment	Essential	A/I

### Skills and Knowledge

	The successful candidate should have:	Essential/ Desirable	Evidence
4	Relevant knowledge of Higher Education curricula or other evidence of the ability to be or become an effective, research-informed teacher and assessor across the range of taught levels appropriate to the post	Essential	A/I
5	Excellent, effective and adaptive teaching skills underpinned by sound pedagogical principles	Essential	A/I
6	Developing breadth and depth of subject knowledge and evidence of continuing professional development	Essential	A/I
7	Evidence of ability to work in a team and the emotional intelligence to support students in their studies through academic tutoring	Essential	I
8	Ability to work on one's own initiative, to reflect on one's own skills and knowledge, and to seek opportunities to develop	Essential	A/I

### Experience

	The successful candidate should have:	Essential/ Desirable	Evidence
9	Ability to support the diverse academic and personal needs of individual students	Essential	A/I
10	Proven capacity to conduct and publish research or contributions to professional practice, ability to engage in academic and professional networking through active	Essential	A/I

	membership of associations, societies and professional bodies		
11	Excellent communication skills, both written and verbal, and excellent interpersonal skills with the ability to liaise effectively with colleagues, students and external stakeholders	Essential	A/I/P

### **Competencies and Personal Attributes**

The successful candidate should have:	Essential/ Desirable	Evidence
Enthusiasm	Essential	I
Commitment	Essential	I
Team working	Essential	I
Good interpersonal skills	Essential	I
Flexibility and adaptability	Essential	I

## Grade 9

### Person Specification:

**Method of Assessment (I-Interview, A-Application, T-Test, P-Presentation)** Please note that applications will be assessed against the Person Specification using this criteria.

### Qualifications

	The successful candidate should:	Essential/ Desirable	Evidence
1	A good relevant honours degree or equivalent qualification and experience of Higher Education learning	Essential	A
2	PhD or equivalent (normally by publication but where appropriate through professional achievement)	Essential	D
3	HE teaching qualification, or commitment to achieve one within two years of appointment	Essential	A/I
4	Advance HE Fellowship, or commitment towards	Essential	A/I

### Skills and Knowledge

	The successful candidate should have:	Essential/ Desirable	Evidence
5	A well-developed breadth of subject knowledge and a record of successful engagement with professional development opportunities	Essential	A/I
6	Successful record of having developed and used to good effect, flexible and innovative approaches to the design and execution of teaching, learning and assessment	Essential	A/I
7	Ability to work on one's own initiative, to reflect on one's own skills and knowledge, and to seek opportunities to develop	Essential	A/I

### Experience

	The successful candidate should have:	Essential/ Desirable	Evidence
8	Significant experience of innovative undergraduate and postgraduate teaching in higher education	Essential	A/I
9	Experience of securing and undertaking externally funded research and/or enterprise activity	Desirable	A/I
10	Proven ability to support the diverse academic and personal needs of individual students	Essential	A/I
11	Evidence of research publication activity in peer reviewed research journals	Essential	A/I
12	Excellent communication skills, both written and verbal, and excellent interpersonal skills with evidence of having	Essential	A/I/P

	developed successfully networks with colleagues, students and external stakeholders.		
13	A record of having developed the student employability agenda in the department/institution through networking, employer engagement and student learning.	Desirable	A/I

## **Candidate guidance**

When you are ready to start the formal application process, please visit [www.edgehill.ac.uk/jobs](http://www.edgehill.ac.uk/jobs) click 'vacancies' search for the role you wish to apply for, and click 'Apply online'. The online application form can be completed in stages and you can login/logout at any time. The form automatically saves as you enter your information and it is simple to move backwards and forwards within the form at any time prior to submission. Help is available at each stage to guide you through the form.

Before final submission, you can preview your application and can then choose to refine or submit the form.

## **About the Selection Process**

Following the closing date, we will contact you by email to let you know whether or not you have been shortlisted to participate in the next stage of the selection process. We try our best to get back to applicants within two working weeks following the closing date.

It is anticipated that interviews and other selection action will be held in November and full details will be provided to invited candidates.

**Please note that DBS checks will be carried out if your work will require this at any point during your employment.**

### **Salary:**

Terms and conditions of employment: Will be those for your Grade, dependent upon experience and qualifications.

Grade 8 Lecturer. Points 31-35

Salary for this grade: £34189 - £38460 per annum.

Grade 9 Senior Lecturer. Points 36 - 40

Salary for this grade: £39609 - £44559 per annum.

We look forward to receiving your application and thank you for your interest in the role.