

## UNIVERSITY OF LINCOLN JOB DESCRIPTION

|                   |                       |              |   |             |               |
|-------------------|-----------------------|--------------|---|-------------|---------------|
| <b>JOB TITLE</b>  | Senior Lecturer       |              |   |             |               |
| <b>DEPARTMENT</b> | Marketing and Tourism |              |   |             |               |
| <b>LOCATION</b>   | Brayford              |              |   |             |               |
| <b>JOB NUMBER</b> | SB043                 | <b>GRADE</b> | 8 | <b>DATE</b> | November 2018 |
| <b>REPORTS TO</b> | Head of Department    |              |   |             |               |

### CONTEXT

The Department of Marketing and Tourism delivers highly successful undergraduate, masters and doctoral programmes in Advertising and Marketing, Marketing Management, Marketing and Business Management, Fashion Management, and Marketing with Luxury Brands. We are committed to providing high quality learning experiences for all of our students and to meeting the needs of industry employers. We recognise that engaging our students with digital advertising and marketing is essential for their future careers, and would like to develop this aspect of our provision. We are looking for someone who can teach on our programmes, lead on developing existing and new provision in digital advertising and marketing, and contribute to our REF submission. The post holder will join a highly effective, progressive and collegiate team

### JOB PURPOSE

**General**

To work with colleagues on curriculum development and the advancement of relevant discipline areas within the University

To plan, design and deliver teaching within programmes in relevant discipline areas

To undertake student tutoring and support

To contribute to the research profile of the Department

To carry out other activities in support of the academic work of the department

## KEY RESPONSIBILITIES

The responsibilities of a Senior Lecturer are wide ranging and may change over time according to the development needs of the department and the individual. In general a Senior Lecturer can expect to undertake any of the following:

### Teaching and Learning Support

- To engage in teaching on undergraduate and/or postgraduate level programmes as determined by the Head of Department. The range of teaching duties may change from time to time.
- Take responsibility for the design, content and delivery of specific areas of teaching and learning and for the quality of teaching delivered.
- Ensure that teaching content is appropriately informed by current research and advanced scholarly activity
- Collaborate with colleagues in the continuous review and development of the Department's programmes
- Work in accordance with University policies and procedures to undertake assessment of students' work and give feedback.

### Research and Scholarly Activity

- Make a contribution to the research profile of the Department, School or College and pursue a personal research programme consistent with the Department's research priorities
- Have sufficient outputs to be returned in the REF at agreed minimum standards inclusive of complex circumstances.
- Collaborate in research activities and initiatives with colleagues in and beyond the department.
- Engage in subject professional and pedagogy research as required to support teaching activities.
- Ensure that outcomes of research and scholarly activity are appropriately disseminated in peer reviewed outlets
- Apply for grant funding and manage, as appropriate, any grants which are secured.
- Supervise and manage research projects if required

### Liaison and Networking

- Establish contacts within the wider community; disseminate knowledge through public activities which enhance the reputation of the Department, School or College.
- Participate in academic activities with industry and other external partners

- Maintain and develop links with relevant professional bodies and academic groups
- Represent the Department or College on appropriate external bodies
- Take part in relevant internal boards, committees and working groups at College or University level as required
- Liaise with subject librarians, central timetabling and other services to ensure resources available are appropriately deployed.

#### **Team Working**

- Act as a responsible team member, leading modules or programmes and co-ordinating the work of others to identify and respond to student needs.
- May be expected to supervise the work of others and/or participate in peer observation of teaching

#### **Student Support**

- Act as academic tutor to students as allocated by the Head of Department and act as first line contact for them for advice and support on academic matters, ensuring that students are directed to relevant support services when necessary.
- Supervise research degree students as appropriate
- Supervise student projects and placements as appropriate

#### **Other**

- Carry out specific departmental roles and functions as may reasonably be required – these being equitably distributed across the academic staff
- Assist in student recruitment activities, including interviews, open days and external recruitment events
- Engage in appropriate training programmes in the University
- Actively follow and promote University policies
- Participate in the staff appraisal scheme

**In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.**

## ADDITIONAL INFORMATION

| <b>Key working relationships/networks</b>  |   |
|--|---|
| <b>Internal</b>  | <b>External</b>   |
| <ul style="list-style-type: none"><li>• Head of Department</li><li>• College Senior Academic Managers</li><li>• Departmental academic, administrative and technical staff</li><li>• Support Services Staff</li></ul> | <ul style="list-style-type: none"><li>• Relevant academic and professional groups</li><li>• Relevant national, regional and international networks</li><li>• External examiners</li></ul> |

## UNIVERSITY OF LINCOLN PERSON SPECIFICATION

|                  |                 |                   |       |
|------------------|-----------------|-------------------|-------|
| <b>JOB TITLE</b> | Senior Lecturer | <b>JOB NUMBER</b> | SB043 |
|------------------|-----------------|-------------------|-------|

| <b>Selection Criteria</b>  | <b>Essential (E) or Desirable (D)</b> | <b>Where Evidenced Application (A) Interview (I) Presentation (P) References (R)</b> |
|--|---------------------------------------|--|
| <b>Qualifications:</b>   |                                       |  |
| Relevant honours degree or equivalent  | <b>E</b>                              | <b>A</b>   |
| PhD in relevant discipline or equivalent demonstrated research record (normally by publication but where appropriate through professional achievement) | <b>E</b>                              | <b>A</b>   |
| HE teaching qualification (HE PGCE or HEA fellowship) OR a commitment to complete one  | <b>E</b>                              | <b>A</b>   |
| <b>Experience:</b>   |                                       |  |
| Relevant teaching in Higher Education <b>OR</b> relevant professional experience   | <b>E</b>                              | <b>A</b>   |
| Curriculum development   | <b>D</b>                              | <b>A/I</b>   |
| Development and innovation of teaching and learning methods  | <b>D</b>                              | <b>A/I</b>   |
| Interdisciplinary work relevant to the Department  | <b>D</b>                              | <b>A/I</b>   |
| Research interest in a relevant area of work   | <b>D</b>                              | <b>A/I</b>   |
| Research supervision   | <b>D</b>                              | <b>A/I</b>   |
| Proven record of outputs that would be returnable in the REF   | <b>E</b>                              | <b>A/I</b>   |
| <b>Skills and Knowledge:</b>   |                                       |  |
| Depth and breadth of subject understanding   | <b>E</b>                              | <b>A</b>   |
| Evidence of continuing professional development  | <b>E</b>                              | <b>I</b>   |
| Knowledge of Higher Education  | <b>D</b>                              | <b>A/I</b>   |
| Ability to teach and assess across the range of taught levels offered  | <b>E</b>                              | <b>A/I</b>   |
| Ability to contribute to curriculum development  | <b>E</b>                              | <b>A/I</b>   |
| Ability to support students in their study through academic counselling  | <b>E</b>                              | <b>A/I</b>   |
| Ability to supervise research students   | <b>E</b>                              | <b>A/I</b>   |
| Ability to work on own initiative  | <b>E</b>                              | <b>A/I</b>   |
| Excellent written and verbal communication skills  | <b>E</b>                              | <b>A/I</b>   |
| Good organisational and time management skills   | <b>E</b>                              | <b>I</b>   |
| <b>Competencies and Personal Attributes:</b>   |                                       |  |
| Enthusiasm and commitment  | <b>E</b>                              | <b>I</b>   |
| Team working   | <b>E</b>                              | <b>I</b>   |
| Flexibility and adaptability   | <b>E</b>                              | <b>I</b>   |

**Essential Requirements** are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

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|---------------|----|-------------|----|
| <b>Author</b> | AH | <b>HRBA</b> | NH |
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