

Job Detail

(Overview, Role Detail and Person Specification)

Lecturer in Digital Marketing

Marketing Academic Subject Group
Salford Business School

Lecturer – Grade 8

Role Title: Lecturer in Digital Marketing

Reports To: Subject Group Lead – Marketing

Overview

Salford Business School

This is an exciting time to join Salford. The University has a growing student population of over 21,000, and is investing in developing new student and staff facilities. The University is pursuing a strategic plan that emphasizes industry collaboration and 'real world' learning: education for employment, research for the real world and exceptional partnership with business. The University's vision is being delivered by prioritising industry collaboration, where the University is developing close working partnerships with industry that directly impact on both the student experience and our research.

Salford Business School plays a central role in delivering this strategy and is a clearly articulated aim is to be: An industry focused business school known for exceptional applied knowledge creation and exchange. It is Salford Business School's vision to foster the next generation of leaders and a new vision of innovative and entrepreneurial leadership that integrates people, values and the digital in order to meet the challenges and opportunities of a sustainable future.

Salford Business School has around 125 staff and over 3,000 students in Salford and as many again with partners overseas. The school has most major professional accreditations such as CMI, CIM, ACCA etc and holds EPAS accreditation on postgraduate taught programmes. Salford Business School offers undergraduate, postgraduate and research programmes in all the key functional areas of business and management and has recently completed a major review and revalidation of most of its portfolio. We are seeking to strategically expand our academic staffing to support the School's ambitious plans for further growth.

Team

This role will be located in the Business 4.0 directorate. This award-winning directorate is industry engaged and research active. Colleagues within the directorate regularly collaboratively publish at the highest level while also sharing their knowledge and experience at industry events, workshops and local meetups. The unit also works with industry through Knowledge Transfer Partnerships as well as supporting start-ups, scale-ups and social enterprises with business advice and informal guidance. We emphasise the importance of drawing upon all of these activities in our teaching practice in innovative ways to ensure that the experience of our learners is exciting and valuable.

The directorate is currently extending its portfolio of programmes with exciting developments around blended delivery and multi-disciplinary educational partnerships. This work will create a genuinely distinctive offering that we believe will make working at Salford an ever more enviable and valuable experience within the UK HE sector.

We are looking for an energetic colleague capable of fully realising the linkages between the practicalities of business and industry with the key academic disciplines that are currently a focus for research and teaching within the Business School. You will also work closely with the University-wide services for industrial engagement, innovation and incubation to support the development of Salford's position as a beacon for high quality, well-managed and relevant knowledge exchange and education.

This role will be located in the Marketing Academic Subject Group. For further information, please contact Dr. Peter Reeves (p.reeves@salford.ac.uk)

Role Detail

Role Purpose

To develop and deliver high-quality teaching material across a range of modules or short programmes. To contribute to the planning, design and development of programmes. To engage in scholarly activity and undertake high quality research.

Responsibilities

Teaching and Learning

- Design teaching material and deliver either across a range of modules or within a subject area
- Supervise student projects, including, where appropriate, PGT, field trips and placements
- Identify areas where current provision is in need of revision or enhancement
- Contribute to the planning, design and development of course and curriculum objectives and material, in collaboration with Student Information Directorate to ensure accuracy of central databases
- Set, mark and assess work and examinations and provide feedback to students
- Act as personal tutor to a group of students

Research

- Undertake individual or collaborative research projects of relevance to the School/University
- Extend, transform and apply knowledge acquired from scholarship to learning, research and appropriate external activities
- Identify external sources of funding and develop or contribute to funding bids – research, knowledge transfer and engagement grant applications
- Promote graduate studies by contributing to the supervision of postgraduate research students
- Write or contribute to publications in peer reviewed academic journals or disseminate research findings using other appropriate media
- Make presentations at conferences or exhibit work in other appropriate events, participating in dissemination and engagement activities to contribute to knowledge base of area of expertise, maximise policy, media industrial or community impact of research

Leadership, Management and Engagement

- Take a lead in own area of expertise, act as mentor for junior colleagues
- To engage with and participate in the University's PDR process as reviewer and/or reviewee, as appropriate

- Lead and co-ordinate the work of other staff to ensure module, programme, enterprise or research project is delivered to the standards required
- Co-ordinate colleagues to ensure student needs and expectations are met; act as leader of module or programme, or of significant sections of a programme
- Plan, co-ordinate and implement research programmes or engagement projects; organisation of external activities such as student projects, field trips and industrial placements; manage or monitor research or engagement budgets and ensure effective use of resource; organise administrative duties
- Support colleagues with less experience and advise on personal development; train/advise on own area of expertise where appropriate; coach and support colleagues in developing research
- Collaborate with external organisations such as industry, public sector, charity and local community groups

Other tasks

- Perform any other duties appropriate to the grade as may be required by the Dean of School/Head of Division etc.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy;
- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with University policy;
- This role detail 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.

Indicative level of membership for Higher Education Academy: Fellow

Person Specification

Consideration should be given to the following four themes which will be tested at each stage of the recruitment process

- Teaching and learning
- Research and innovation
- Leadership, management enterprise and engagement
- Internationalisation

Qualifications

	The successful candidate should have:	Essential/ Desirable	Tested by* A, I, P, T
1	A first or second degree in a business/marketing related discipline	Essential	A
2	Hold a Postgraduate Certificate of Academic Practice or equivalent higher education teaching qualification (or commitment to enrol on the University programme during the probationary year and complete within three years) or Fellowship of HEA (or international equivalent)	Essential	A
3	Substantial relevant industry/sector experience and/or hold a PhD (or appropriate higher degree)	Essential	A

Background & Experience

	The successful candidate should have:	Essential/ Desirable	Tested by* A, I, P, T
4	Experience of undergraduate and postgraduate teaching in Higher Education, with outstanding delivery and support of learning OR if coming from digital marketing industry a willingness to develop high quality teaching and learning skills	Essential	A/I/P
5	Experience of applying research/practice (own and/or that of others) to delivery of learning related to world of work	Desirable	A/I
6	Experience of supervising undergraduate/postgraduate projects	Essential	A/I

Knowledge

	The successful candidate should have demonstrable knowledge of:	Essential/ Desirable	Tested by* A, I, P, T
7	Current issues and priorities in digital marketing in areas such as search engine optimisation, analytics, content creation, PPC etc	Essential	A/I
8	Theory, policy and research and practice related to digital marketing	Essential	A/I
9	Understanding of current trends/priorities in UK Higher Education and the digital marketing industry.	Essential	A/I

Skills & Competencies

	The successful candidate should demonstrate:	Essential/ Desirable	Tested by* A, I, P, T
10	Evidence of good teaching skills and/ or the ability to plan, produce and present effective, appropriate and high-quality materials for teaching and assessment	Essential	P
11	Excellent interpersonal, written and communication skills	Essential	A/I
12	An understanding of the needs of students from diverse backgrounds including full time, part-time, mature professional and in particular international students	Essential	A/I
13	Evidence of successful team working and successfully working to deadlines	Essential	A/I
14	Evidence of good organisational and time managements skills	Essential	A/I

A = Application form, I = Interview, P = Presentation, T = Test

Details of any assessments required will be provided in the invitation to interview letter.

- Appointments to grades 1 to 6 will normally include a competency based interview and work based simulation exercise
- Appointments to grade 7 and above will normally include a competency based interview and presentation and in some instances a work based simulation exercise.

Candidate guidance

****In order to fully meet the essential criteria candidates must show clear evidence of how they meet the criteria. Simply stating that you have a skill or experience in an area is not sufficient, you must provide a clear example to show how you have met each of the criterion you address**.**
