

**JOB DESCRIPTION**

**Job Title:** SeniorLecturer in Digital Marketing (1FTE)

**School:** School of Business and Law / Department of Business

**Grade:**  Grade G

**Campus:** Docklands/Stratford

**Responsible to:** Head of Department, Business

**Liaison with:** Students, university staff, local employers, other professional and

academic organisations, schools and colleges

**Never Not Moving Forward**

Build your career, follow your passion, be inspired by our environment of success. #BeTheChange

The University of East London is one of the most diverse and vibrant universities in the global capital. Our pioneering and forward-thinking vision is making a positive and significant impact to the communities we serve, inspiring both our staff and students to reach their full potential.

Born in 1898 to serve the skills needs of the 2nd industrial revolution, the University of East London has commenced Year 4 of its transformational 10-year [Vision 2028 strategic plan](https://issuu.com/universityofeastlondon/docs/annual_review_2020?utm_source=Charlotte%2BWhite%2Btest%2Bmail%2Blist&utm_campaign=46c08a193b-EMAIL_CAMPAIGN_2018_09_19_02_52_COPY_04&utm_medium=email&utm_term=0_e8797a5163-46c08a193b-) led by our Vice-Chancellor & President, Professor Amanda Broderick, to advance Industry 4.0 careers-1st education. We have a clear route-map to provide a springboard for the jobs and opportunities of the future; drive diversity in the 4.0 talent pipeline - working in partnership to promote talent wherever it is found; and to create an inclusive and sustainable, green future.

We are looking for forward-thinking, innovative, curious, high-energy, self-aware people who are passionate about making a positive difference and who will thrive in an inclusive and diverse University community who are never not moving forwards.

As one of the most socially inclusive and international Universities and comprising one of the most diverse staff populations in the UK (50% of our professoriate identify from black or minority ethnic backgrounds), we are hugely proud of our track record in reducing inequalities (ranked 1st in the UK & 2nd globally, Times Higher Education Global Impact Rankings, 2020) and our commitment to equality, diversity and inclusion is at the heart of Vision 2028.

We are building an environment of success where colleagues are supported to achieve, and our community can flourish and thrive. We are an accredited Investors in People Award Institution and have achieved the Investors in People Health and Wellbeing Award. With Athena Swan Awards and being one of a small number of Universities to have achieved the Race Equality Charter Award, we continue on our journey to address and reduce barriers to opportunity.

So, if you are looking to build your career in a dynamic, inclusive and performance-focused team and are inspired by our environment and drive for success, we want you to apply to join the University of East London. We are looking for inspirational individuals who have a passion to make a positive difference to people and planet, creating a more sustainable future for everyone.

**THE DEPARTMENT:**

The UEL student body is rich in its diversity; students are drawn from a wide range of backgrounds

and age-groups, with a high proportion from low income groups. We are committed to providing a

high quality, innovative, relevant and research-led teaching experience which attracts, engages

and develops students, supporting their academic achievement and professional ambitions. We

look for outstanding teachers, who exude a love of teaching, who inspire and motivate both

students and colleagues through their approaches to teaching, and who are strongly committed to

achieving excellent outcomes for students.

**JOB PURPOSE:**

To benefit our students by providing high quality, innovative and engaging teaching, research, enterprise and/or professional activity as a member of the teaching team and in collaboration with others.

**MAIN DUTIES AND RESPONSIBILITIES:**

The following duties and responsibilities are intended to give a broad indication of the variety of tasks that a Lecturer may be expected to undertake. This is not an exhaustive list of activities and employees may be asked to undertake other duties which are commensurate with the grade and circumstances.

**TEACHING;**

* Act as module leader, taking responsibility for allocated modules and coordinating activities, resources and assessments.
* To teach and assess students in Digital Marketing, Social Media, Marketing, Business Research Methods, and general Business related modules at all levels (3-8).
* Design, develop, deliver and assess a programme of high-quality learning experiences across a range of modules and courses at undergraduate and postgraduate level. Develop teaching strategies, materials and assessments which are inclusive, engaging and appropriate to the student population.
* Equip learners with the skills, knowledge and attributes required by employers while maintaining a balance between practical relevance and academic rigour.
* Contribute to quality teaching and related activities across a range of existing and new programmes particularly in the areas of data analytics for business decision-making
* Regularly monitor and assess the effectiveness of curriculum delivery; identify and address areas for improvement in consultation with Head of Department and colleagues.
* Act as the academic advisor and academic supervisor to a group of allocated students, pro-actively engaging with all students ensuring feedback is provided in a timely and appropriate manner.
* To supervise UG, PG and Doctoral level student work.
* Supervise and support students undertaking dissertations/research projects as appropriate and as required.
* Use listening, interpersonal and pastoral care skills to deal with sensitive issues concerning our diverse student body.

**OTHER;**

* Contribute to university activities, particularly those intended to enhance the student experience and improving attainment gap between BAME and white students.
* Participate and actively engage in university activities, including Open Days, meetings, committees and assessment boards.
* Work with external partners and organisations promoting UEL.
* Contribute to the planning and implementation of the organisational strategy at school and subject level.
* Work within the University’s equal opportunities policies and procedure and actively promote equality, diversity and inclusion.
* Lead academic programmes(s) in relevant areas as directed by the Head of Department.
* Lead Courses and large modules as required within subject area
* Lead as appropriate the review, development and quality enhancement of current or new programmes as required.
* Lead as appropriate on developments within the Department in at least one of the following areas as needed: Research and Scholarship, Research informed Teaching & Learning, External income generation, Student employability, Student experience, Student retention /achievement and Outreach.
* Undertake such duties as may be assigned by the Dean or designated nominee.

**PERSON SPECIFICATION**

**EDUCATION QUALIFICATIONS AND ACHIEVEMENTS:**

**Essential criteria**

* PhD or equivalent qualification or experience in a related subject and topic (A/C)
* Proven track record of applied research and scholarship (A)

**Desirable criteria**

* Membership of relevant professional body (A/C)
* Fellowship of the HEA (A/C)

**KNOWLEDGE AND EXPERIENCE:**

**Essential criteria**

* Sufficient knowledge of subject (A/I)
* Practitioner experience in the field (A/I)
* Experience of teaching/supervision of students (A/I)

**Desirable criteria**

* Ability to teach Marketing, Digital Marketing, and Social Media at all levels (A/I)
* Ability to network and foster interactions and links with other educational bodies, professional institutions and employers (I)
* The aptitude to develop familiarity with a variety of pedagogic strategies to promote and assess learning (I)

**COMMUNICATION**

* Ability to summarise and interpret complex, conceptual and specialist matters using a range of styles and media selected to meet the needs of a diverse audience (I/P)

**SERVICE DELIVERY**

* Experience of exploring and adapting a service to meet student expectations and also identifying ways of improving standards (I)
* Experience in module and/or programme development and leadership (A/I)

**DECISION MAKING**

* Experience of taking independent decisions over the design and delivery of own modules and assessment methods, collaborating with colleagues about implementation (I)

**PLANNING AND ORGANISING RESOURCES**

* Experience of planning, prioritising and organising the work or resources of self and others within own area on a daily, weekly or monthly basis, co-ordinating with others, ensuring students needs and expectations are met (I)

**INITIATIVE AND PROBLEM SOLVING**

* Experience of using initiative and creativity to resolve problems where the optimal solution may not be immediately apparent but has to be assessed by a process of reasoning (P/I)

**ANALYSIS AND RESEARCH**

* Engagement with subject, professional and pedagogy research to support teaching activities (P/I)
* Conduct individual or collaborative scholarly projects (A/I)
* Extend, transform and apply knowledge acquired from scholarship to teaching and appropriate external activities. The role holder is also required to develop and produce learning materials and disseminate the results of scholarly activity (I)

**PASTORAL CARE AND WELFARE**

* Experience of providing first line support and advice on commonly occurring welfare issues or queries in line with the standard welfare procedures for the University, appreciating the needs of students and their personal circumstances (A/I)

**TEACHING AND LEARNING SUPPORT**

* Experience of designing teaching materials and delivering this either across a range of modules or within a subject area, using appropriate teaching, learning support and assessment methods (P/I)

**OTHER ESSENTIAL CRITERIA**

* Commitment to and understanding of equal opportunity issues within a diverse and multicultural environment (I)

**Criteria tested by** **Key:**A = Application form  
C = Certification

I = Interview  
P = Presentation  
R = Research papers  
T = Test