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| ROLE DESCRIPTION AND PERSON SPECIFICATION ACADEMIC AND TECHNICAL STAFF |
| Role Title: **Senior Lecturer/Associate Professor in Marketing**  Area: **Marketing**  Pay Band: **Competitive Salary**  Reports to: **Department Course Leader** |
| Purpose of Role:  * Under the direction of your line-manager, to provide academic leadership and management of the course(s) / units and staff under your supervision, ensuring high quality of teaching, achieving and maintaining learning and assessment standards and progression targets in accordance with institutional strategies and regulations * To maintain and develop the subject specialism(s) through collaboration with industry partners, academic colleagues and strengthen industry links / relations, developing current skills and vocational projects. |
| Role Responsibilities:  * To engage fully with the Institution’s policies and procedures for the setting of academic standards, the quality assurance of its provision and enhancement of the student experience. This will include amongst other things: preparing Annual Course Monitoring Report and External Examiner Action Plans; chairing Course Committees; facilitating and responding to Student Feedback; participating in the Peer Observation of Teaching Scheme and preparing curriculum documentation for internal and external validation. * To be responsible for the recruitment of students to the course(s), including promotional activities and interviews, and to oversee induction on arrival. * To develop and apply innovative and appropriate teaching techniques, learning resources and materials for the course(s) and more widely, to contribute to the development of learning and teaching strategies * To propose, design and develop new courses liaising with colleagues across the Institution as appropriate within its quality standards and regulations * To contribute to the overall running of the faculty in areas of applied research, business and course planning. * To deliver in the region of 15 hours teaching per week, pro-rated where a fractional appointment. * To contribute to the development of the course team(s) and individuals through the appraisal system, providing advice on professional development. * To lead and develop where appropriate, internal and external networks, for example by chairing and / or participating in Institution committees, working parties, networks and alumni. * To demonstrate value and importance of equality and diversity in every aspect of Ravensbourne’s work, and show commitment through everyday practice in the role * To work in accordance with, and promote Ravensbourne’s environmental sustainability policy and practices * To work continuously to improve individual knowledge, skills and behaviours for the current role and for the longer-term, gaining appropriate professional qualifications/accreditation and maintaining membership of appropriate professional bodies as appropriate |
| Key Working Relationships (i.e. titles of roles, both internally and externally, with which this role holder interacts on a regular basis): Course Leaders, Research, Development and Post Graduate Studies, Heads of academic areas, Directors, the Dean, Finance, Registry & Student Services, Quality, HR and Marketing Staff |
| **Person Specification**  **Essential**   * A Degree, appropriate professional qualification or equivalent. * A post-graduate qualification (Marketing) * Current and evolving knowledge of marketing theories and insights into potential future trends * An understanding of traditional marketing theories and how they are adapted and updated for the digital landscape * Experience of implementing digital marketing tools and techniques in a professional setting * A commitment to responsibility in the area of marketing, with ideas and knowledge around ethical, social and environmental practice. * Develops and maintains an understanding of how developments in both the relevant industries and higher and further education impact upon the role specifically and Ravensbourne more generally   **Desirable**   * Designs and re-designs courses and associated curricula * Ensures that all equipment in use is fit for educational purpose, and that new equipment is purchased cost effectively * Ensures that the work of existing and graduating students is presented and promoted effectively to a wide range of audiences * A PGCE or HEA accreditation or the ability to achieve one of these |

## Person Specification (Knowledge, Skills and Behaviours)

***Click on this*** [***link***](https://docs.google.com/a/rave.ac.uk/file/d/0Bwip6GqP7W8mOHIyLWphNmFrNlU/edit) ***to take you to the Skills Development Inventory that will help you to identify the skills relevant to the role.***

***Click on this*** [***link***](https://drive.google.com/a/rave.ac.uk/?tab=mo#folders/0Bwip6GqP7W8mTzlzamUwcVZwNU0) ***to take you to the Skills Sheets that will help you to identify possible development activities for the skills relevant to the role.***

|  | **Essential** | **Desirable** |
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| Core Personal SkillsMinimum Qualification Required: |  |  |
| A Degree, appropriate professional qualification or equivalent. | MC900434713[1] |  |
| A post-graduate qualification |  | MC900434713[1] |
| A PGCE or HEA accreditation or the ability to achieve one of these |  | MC900434713[1] |
| Customer Focus and Service Understands the relationship between provider and customer, and the expectations of the recipient of a service. Is able to identify all such relationships in which they are involved, and with an attitude of mind that places the needs of the customer first, provides a service that fully satisfies them. | MC900434713[1] |  |
| Enterprise and Support for Income Generation Understands the critical importance of income generation, in particular from student recruitment, and is alert to the opportunities for increasing income from existing or new sources, taking action as necessary. | MC900434713[1] |  |
| Team Working Works collaboratively and harmoniously within the team and more widely with all significant others to get the job done, to the satisfaction of all those involved. | MC900434713[1] |  |
| Communicating and Relating to Others Communicates clearly both orally and in writing (including formal and informal written documents). Can build and maintain effective relationships openly and honestly, using every medium appropriately and with consideration for the audience, so that the messages (both ways) are understood and able to be acted upon. | MC900434713[1] |  |
| Organising Work Organises work for optimum effectiveness, using all the resources, tools and methods available, so that the objectives of the role, team and organisation are met. | MC900434713[1] |  |
| Problem Solving and Decision Making Anticipates problems or issues and deals with them creatively and constructively, reaching a rational decision for dealing with the problem or issue; one that is capable of practical implementation | MC900434713[1] |  |
| Future Focussed and Change-Ready Understands their current position in the broader environmental context and is receptive to, and open minded about, change, enabling them to respond positively and creatively to changing circumstances and requirements. | MC900434713[1] |  |
| Numeracy and Statistics Understands, uses and presents numerical information clearly and accurately, according to the requirements of the task in hand. | MC900434713[1] |  |
| Using ITIT General Makes optimum use of appropriate digital technology and IT systems in all aspects of the role, particularly the ability to operate in a Virtual Learning Environment | MC900434713[1] |  |
| IT Project Management Strong IT skills including, if using online project management tools, an awareness of the functional specifications of these tools in managing projects, such as Basecamp. | MC900434713[1] |  |
| IT Hardware An awareness of audio visual input and output, including basic trouble shooting with adaptors (VGA, DVI), how to adjust and mirror laptop screen output to projectors, how to connect a range of peripheral devices such as mice, screens, Ethernet connections | MC900434713[1] |  |
| IT System Know how to search for and connect to a range of wireless network connections, how to change audio output and video and microphone inputs for a laptop. To be aware of home folders synchronisation and to be guided to maintain good housekeeping in terms of location of folders on local and network drives. To be able to use cloud based services provided by Ravensbourne after instruction: Googlemail, Google documents, shared spreadsheets | MC900434713[1] |  |
| IT Software Know how to be able to launch applications successfully and close them again. To be able to use a range of different browsers effectively and appreciate their differences. To be able to save outputs from Microsoft Office programs in a variety of outputs supported by those programs, for the purposes of sharing. | MC900434713[1] |  |
| Core Leadership and Management SkillsManagement and continuous improvement of operational delivery Leads and manages the operational delivery of a course or service, ensuring that standards are met and delivery continuously improved, to the satisfaction of those who pay for and/or receive the service | MC900434713[1] |  |
| Strategic and Business Planning and Implementation Leads and manages the identification, articulation and implementation of strategic and/or business plans | MC900434713[1] |  |
| Team Leadership and Management Leading and managing team(s) successfully towards specific agreed outcomes in ways that engage, motivate and develop team members | MC900434713[1] |  |
| Project Management Leads a Project throughout its life cycle, using the methodology to ensure the Project achieves its agreed purposes. | MC900434713[1] |  |
| Resource Management Ensures that the resources required are available at the right time and in the right place, and appropriately monitored, so that the work can be done effectively and efficiently | MC900434713[1] |  |
| Staff Management Ensures that all staff managed are properly, deployed and developed in their role, and are enabled to make their contribution to the achievement of short and medium term objectives and longer-term organisational success | MC900434713[1] |  |
| Academic and Technical Knowledge and Know-HowSubject Knowledge and its Application Maintains, develops and applies comprehensive knowledge of the relevant subject discipline(s) and the means of keeping up to date in the application of that knowledge, for teaching and other aspects of the role | MC900434713[1] |  |
| Inter-Disciplinarity Understands inter-disciplinary and convergent processes in creative and digital activities, and demonstrates a commitment and ability to ensure this is reflected in the educational offer | MC900434713[1] |  |
| Applied Research and Knowledge Transfer (including Consultancy) Maintains, develops and applies comprehensive knowledge of the relevant subject discipline(s) and the means of applying that knowledge in an industrial/professional practice context | MC900434713[1] |  |
| Planning and Managing Student Events Ensures that the work of existing and graduating students is presented and promoted effectively to a wide range of audiences, through an innovative programme of events and activities | MC900434713[1] |  |
| Professional Context Develops and maintains an understanding of how developments in the professional, legal, regulatory and educational contexts impact upon own role specifically, and Ravensbourne more generally | MC900434713[1] |  |
| Academic and Technical Educational Delivery, Systems and ProcessesTeaching and Learning Combines subject content and learning and teaching methods in ways that fully enable learners to achieve their goals | MC900434713[1] |  |
| Student Recruitment, Admission and Induction Ensures that prospective students are attracted by Ravensbourne’s offer and assisted in making their choice; that they are selected fairly and in accordance with equality and diversity principles; and that they are enrolled and registered promptly and efficiently, and receive an effective induction | MC900434713[1] |  |
| Student Engagement Involves students fully in their educational experience by encouraging them to contribute as Course Representatives or Student Union Officers; participating in course evaluation and curriculum design; and helping them understand the nature of their educational experience, by setting realistic expectations | MC900434713[1] |  |
| Course Administration and Quality Assurance Supports the delivery of education to students by contributing to the efficient running of the programme, in accordance with Ravensbourne’s quality standards and procedure | MC900434713[1] |  |
| Course and Curriculum Design Designs and re-designs courses and associated curricula, bringing together digital technology and creative content in ways that ensure effective student learning and future employability | MC900434713[1] |  |
| Technical Equipment Ensures that all equipment in use is fit for educational purpose, and that new equipment is purchased cost effectively, installed safely, and regularly maintained | MC900434713[1] |  |
| Specific Technical Expertise **Please list in separate rows to ensure formatting is consistent.** |  |  |
| 1. Current and evolving knowledge of digital marketing theories and insights into potential future trends. | MC900434713[1] |  |
| 1. An understanding of traditional marketing theories and how they are adapted and updated for the digital landscape. | MC900434713[1] |  |
| 1. Experience of implementing digital marketing tools and techniques in a professional setting. | MC900434713[1] |  |
| 1. A commitment to responsibility in the area of marketing, with ideas and knowledge around ethical, social and environmental practice. | MC900434713[1] |  |
| To support the Technical Tutor service in supporting effective induction and Health and Safety awareness | MC900434713[1] |  |
| Industry and Educational Context Develops and maintains an understanding of how developments in both the relevant industries and higher and further education impact upon the role specifically and Ravensbourne more generally | MC900434713[1] |  |