

Description and Person Specification
Academic/Professional Services Staff

Job title: Senior Lecturer in Digital Marketing

Department:

Pay Band: E

Line Manager: Course Leader or Head of Department (as appropriate)

Role Purpose:

To lead teaching and module delivery/leadership and undertake curriculum development in *Digital Marketing*.

To enhance student learning and attainment and success by offering high quality, innovative teaching, learning and pastoral support.

Act as module leader, as directed by HoD/Course Leader

Duties and Responsibilities:

- To deliver teaching on modules as directed in courses
- Supervising final projects other practical course work
- Marking and assessing student work
- To tutor, mentor and counsel students (and where appropriate to refer to student support services)
- Carry out the policies, procedures and practices of Health & Safety in all aspects of the role
- As part of the Course team, to contribute to the development of the course specialisms across all years of the course
- To assist in the recruitment of students and assist in promotional activities for the department including open days
- To assist in the planning and writing of course documentation including timetables, project briefs and development of new material for delivery
- To lead teaching and module delivery and undertake curriculum development in *the relevant discipline/course*
- To enhance student learning and attainment by offering high quality, innovative teaching and learning support.
- Perform such other duties consistent with the role as may from time to time be assigned, collaborating fully with others to get the work done and Ravensbourne's objectives achieved

Key working relationships (i.e. titles of roles, both internally and externally, with which this role holder interacts on a regular basis):

Digital Marketing Course Leader and Head of Department of Business; other

Course Leaders and tutors within the Department and elsewhere in the University;
Kit Store staff; Technical Services staff; sessional teachers.

Resources Managed

Budgets: N/a

Staff: Sessional staff (as directed by Course Leader)

Other: Course equipment in dedicated space/s; support Technical Services to manage relevant equipment *relevant specialist space/s*.

Person Specification

| Knowledge and Experience | Essential | Desirable |
|------------------------------------------------------------------------------------------------------------|------------------|------------------|
| Education | | |
| A Degree, or appropriate professional qualification or equivalent. | X | |
| A PGCE or HEA accreditation or the ability to achieve one of these | X | |
| Professional qualifications/experience | | |
| Experience of working in a <i>marketing</i> role or equivalent such as <i>relevant specific examples</i> . | X | |
| Discipline specific experience/knowledge | X | |
| Working knowledge of discipline specific facilities and/or equipment. | X | |
| Experience of key role-specific discipline specific techniques or workflows. | | X |
| Experience of other discipline specific techniques or workflows. | | X |
| Working knowledge of other discipline specific techniques or workflows. | X | |
| Knowledge and experience of new and/or emerging equipment, workflow or approach. | X | |
| Higher Education knowledge | | |

| | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|
| Experience of teaching in higher education, or equivalent experience of training in an industry context | X | |
| Understanding of the vocational needs of students looking to enter the creative industries and an awareness of how university teaching in <i>marketing discipline</i> can support their aspirations. | X | |
| Experience of course design issues such as learner journey, teaching materials etc. | | X |
| Stakeholder and, Project Management | | |
| Experience of working with industry partners, setting up live briefs and managing dialogue with stakeholders. | | X |

| Core Personal skills abilities and behaviours | Essential | Desirable |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|
| Management and leadership | | |
| 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. | X | |
| Experience of project leadership on outcome-focused initiatives. | | X |
| Equality, Diversity & Inclusion | | |
| Experience of working in an environment where equality, diversity and inclusion are central to work and delivery. | X | |
| Experience of dealing with diversity issues in a leadership or management context. | | X |
| Communication | | |
| Communicates clearly orally and in writing, and in relating to others builds and maintains effective relationships | X | |
| Organisational Values | | |
| Demonstrates a commitment to delivering positive organisational values. | X | |

Our Values

Connection: We value what happens together and we collaborate to achieve our collective goals.

Dynamism: We embrace every opportunity to adapt and optimise.

Inclusion: We celebrate our diversity, and we embrace difference as a source of strength.

Professionalism: We aim for quality in everything we do and take pride in our work.

