

Academic Staff

Job description

Post Title:	Senior Lecturer Marketing
Grade:	H
College/Service:	College of Business and Law
Accountable to:	Subject Associate Director
Accountable for:	N/A

Job purpose

UWE's Bristol Business School comprises six subject clusters. The Marketing, Events & Tourism cluster has 33 permanent members of academic staff, including two Professors, along with a number of visiting fellows, adjunct teaching staff and doctoral students. It covers the following areas of teaching and research: Marketing, Digital Marketing, Marketing Communications, Global Marketing, Event Management, Business Management, Consumer Behaviour, Sustainable & Ethical Marketing, Artificial Intelligence, Data Analytics, Enterprise, and Marketing Services. Colleagues in MET contribute to teaching across the range of undergraduate and postgraduate programmes in the College of Business and Law.

We are currently looking to expand capacity in the field of Marketing and are therefore Bristol Business School is looking to recruit a Senior Lecturer with a specialism in Marketing, and the ability to deliver across a range of teaching areas including Digital Marketing & Research Methods. Successful applicants will join a thriving community of academics engaged in a broad range of research and scholarly activities across these areas.

In achieving high academic standing, reputation and currency, all UWE Bristol academics are expected to develop their careers in a combination of learning and teaching, research, scholarly and/or practice activity, knowledge exchange and external engagement alongside academic leadership and citizenship demonstrating UWE Bristol values in all activities. Senior Lecturers have a main focus on teaching excellence. They are experts in the design and delivery of teaching that is engaging, innovative and responsive, achieving outstanding student learning outcomes. They actively engage in high quality research, scholarly and/or practice activity that informs, extends and transforms their subject area and informs teaching.

Main responsibilities and duties

The accountabilities below reflect the breadth of coverage of Lecturer roles at UWE Bristol. It is not expected that a post holder would assume all these accountabilities, this will vary depending on the academic focus of the role and the college and school priorities.

Learning and Teaching

- Deliver high quality teaching and facilitation at a range of levels using a variety of resources, technologies and innovative approaches to inspire and motivate student learning.
- Develop and design teaching content that is informed by current (including own) research, practice and industry knowledge relevant to the field, and which develops the ability of students to engage in critical, rational and creative thinking.
- Assess students' work against learning objectives, monitoring progress and providing timely and

effective feedback in line with university quality standards.

- Provide pastoral and academic care of students, giving first line support and advice and referring to professional services as appropriate.
- Enhance own teaching practice through self-reflection drawing on feedback from a variety of sources to review effectiveness and implement improvements.
- Contribute to the review and improvement of teaching design and delivery, actively engaging in quality monitoring and enhancement processes.
- Lead a module of study, ensuring delivery to plan and to the required performance and quality standards, including attendance at exam boards.

In addition, Senior Lecturers will

- Lead a module and/or lead the development, organisation and day to day delivery of a named programme or programmes of study, ensuring high academic standards and quality of learning experience.
- Provide mentoring support to less experienced module leaders.
- Take a more significant role in the design and development of new and innovative teaching and learning methods and disseminating new approaches to others.
- Lead the planning and organisation of programme enhancement activities such as field trips, student projects, industrial placements and practice activities.

Research, Scholarship and/or Practice

- Engage in research and scholarly and/or practice activity that results in high quality outputs such as academic publications, authorship of articles, chapters, reports, textbooks, performances, conference presentations, or exhibiting at external events.
- Contribute to the dissemination and/or promotion of these outputs to advance knowledge in the field and/or enhance the university's reputation, using a range of activities and external platforms.
- Contribute to the preparation of proposals and applications to win support (including internal finance) or to secure funding from external sources.

In addition, Senior Lecturers will

- Work towards an independent reputation, develop, plan and carry out high quality research and scholarly and/or practice activity that has a significant and/or wide application focus and relevance.
- Lead dissemination and/or promotional activities on external platforms (such as those noted above) as a highly regarded professional/practitioner.
- Identify and secure external sources of funding through the development and preparation of proposals and applications.

Knowledge Exchange and External Engagement

- Develop networks and partnership working for mutually beneficial knowledge exchange, practice and innovation sharing.
- Apply knowledge acquired from research and practice to external activities and engagement.

In addition, Senior Lecturers will

- Take a significant role in the development of external networks, partnerships and consultancy projects establishing opportunities for new and future collaborations and/or income generation.
- Expand opportunities within the department and across the faculty to share innovations.

Academic Citizenship

- Engage in and contribute to the full range of department projects and activities such as recruitment and admissions, open days, degree shows, induction, marketing, external exhibitions, schools and colleges outreach and liaison.
- Develop productive working relationships within and across teams and contribute to decision making at relevant meetings and committees.

- Participate in on going professional development, maintaining requirements for professional registration, and engage in the University's Performance & Development Review (PDR).
- Support and champion equity of treatment and opportunity, promote a safe and healthy place to work and study.
- Undertake any other duties which fall within the remit of this post and in agreement with line management.

In addition, Senior Lecturers will

- Engage in and contribute to department initiatives and projects, taking on a lead role where specified
- Draw on personal experience to support and mentor less experienced colleagues in their personal development, module leadership and working practices.
- Where appropriate, supervise the work of others e.g. in research teams and projects.

Person specification

E= Essential D= Desirable SL – Additional criteria for Senior Lecturer position

Qualifications / Professional membership	E/D
<ul style="list-style-type: none"> • Qualified to postgraduate level in a subject relevant to this post. • If from a professional practice/industry background, a qualification equivalent to degree level in a subject relevant to this post together with professional/industry experience. 	E
<ul style="list-style-type: none"> • PG Certificate in Learning and Teaching in HE, academic professional apprenticeship, or equivalent qualification or expectation to achieve this within 2 years of appointment. 	E
<ul style="list-style-type: none"> • Fellowship of HEA aligned to Descriptor 2 of the UKPFS or expectation to achieve this within 2 years of appointment. 	E
<ul style="list-style-type: none"> • Active professional membership/registration (as applicable). 	D
Learning and Teaching	E/D
<ul style="list-style-type: none"> • Possesses in depth knowledge of academic theory and/or practice in a relevant discipline in the following areas: International Management. 	E
<ul style="list-style-type: none"> • Experience of teaching both face to face and digitally using blended learning approaches within large scale lectures, workshops and small group tutorials within a further or higher educational setting, ideally with a practice-orientated learning approach; OR • If from a professional practice/industry background, evidence of teaching/developing other professionals, together with high quality presentation and/or digital learning and facilitation skills. 	E
<ul style="list-style-type: none"> • Excellent interpersonal skills and ability to engage the interest and enthusiasm of students, and inspire them to learn • Excellent verbal and written communication skills to produce academic documentation, and present complex and conceptual ideas clearly to a diverse audience 	E
<ul style="list-style-type: none"> • Ability to design innovative teaching and assessment materials, and engage in technologically enabled resources to support effective learning. 	E
Research, Scholarship and/or Practice	E/D
<ul style="list-style-type: none"> • Demonstrates research, scholarship and/or practice commitment and interests (SL) <i>with a growing track-record of high quality output and dissemination and/or promotion.</i> 	E
<ul style="list-style-type: none"> • Ability to supervise student projects/dissertations 	E
<ul style="list-style-type: none"> • Evidence of growing success at securing funding or winning support for projects, initiatives, grants. 	D
Knowledge Exchange and External Engagement	E
<ul style="list-style-type: none"> • Experience of developing effective networks and partnerships, recognising and creating opportunities for mutually beneficial collaborations (SL) <i>with evidence of growing expertise for knowledge exchange, engagement and/or innovation activities e.g.,</i> 	E

<i>consultancy, creative practice and/or income generation.</i>	
General	E
<ul style="list-style-type: none"> Is self-organised, resourceful and open to new ideas and opportunities with a pro-active and flexible approach to change and ability to balance competing deadlines and changing priorities. 	E
<ul style="list-style-type: none"> Develops positive and effective working relationships with staff at all levels and is able to work collaboratively as part of a team to achieve shared priorities 	E
<ul style="list-style-type: none"> Skilled at using, managing and analysing data, media and information within a digital and contemporary teaching and research environment. Experience of collaborating using Microsoft 365 and Office applications An appropriate level of digital capability and able to demonstrate practical experience of digital learning 	E
<ul style="list-style-type: none"> Skilled at mentoring and nurturing others (student and colleagues as appropriate) to fulfil individual potential (SL) with evidence of growing leadership experience and capability, as aligned to UWE Bristol values. 	E

Special conditions

Willingness to undertake activities during the evenings and weekends on occasion, which may involve travel, as agreed with manager.

Health and Safety/Risks

This post has been identified with the following risks: (activities, hazards or exposures)

Risk 1

DSE / VDU User

Risk 2

Choose an item.

Risk 3

Choose an item.

Risk 4

Choose an item.

Risk 5

Choose an item.