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# University of Sunderland

## Role Profile

### Part 1

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Lifechanging



**University of  
Sunderland**

#### Post Graduate Academic Assistant (Digital Marketing)

<b>Job Title:</b>	Post Graduate Academic Assistant (Digital Marketing)
<b>Reference No:</b>	
<b>Reports to:</b>	Principle Lecturer – Team Leader
<b>Grade:</b>	C
<b>Working Hours:</b>	37 hours per week (maximum 9 hours teaching per week, term time only)
<b>Faculty/Service:</b>	Faculty of Business, Law and Tourism
<b>Location:</b>	Reg Vardy Building, St.Peter's Campus
<b>Main Purpose of Role:</b>	To perform teaching duties appropriate to University Lecturing staff for up to half of a normal full-time academic teaching load, combined with study for a Doctor of Philosophy degree.
<b>Key Responsibilities and Accountabilities:</b>	<p><b>Faculty Specific:</b></p> <ul style="list-style-type: none"><li>• To teach for up to 9 hours per week (term-time only) on the Faculty's programmes within the assigned subject area(s), principally at undergraduate level, by the provision of lectures, tutorials, practical work and other means of teaching as appropriate</li><li>• To assist in the development of academic programmes, and in teaching and learning practices of the faculty</li><li>• To participate in relevant Boards of Study and lead relevant modules</li><li>• To carry out research in an area of Digital Marketing for a Doctor of Philosophy degree at the University</li><li>• To perform other such duties as the Team Leader, Deputy Academic Dean and Academic Dean of the Faculty may reasonably require</li></ul>
<b>Special Circumstances:</b>	<p>You must register as a staff candidate for a course of supervised study leading to the Degree of Doctor of Philosophy at the university of Sunderland, under the University's regulations. Your studies are expected to be completed by the end of the term of employment, and the thesis submitted for examination within 4 years of the start of the Assistantship.</p> <p>Training in learning and teaching in Higher Education will be provided.</p>



### Part 2A: Essential and Desirable Criteria

	<b>Essential</b>
	<b>Qualifications and Professional Memberships:</b> <ul style="list-style-type: none"><li>• Honours degree in a relevant business and/or marketing area</li></ul>
	<b>Knowledge and Experience:</b> <ul style="list-style-type: none"><li>• Knowledge of current developments in the relevant field</li><li>• Ability to conduct academic research</li></ul>
	<b>Desirable</b>
	<b>Qualifications and Professional Memberships:</b> <ul style="list-style-type: none"><li>• Relevant professional qualification</li><li>• Membership of a relevant professional body</li><li>• Higher Education teaching qualification (e.g. PG Cert)</li><li>• Higher Education Academy Fellowship status</li></ul>
	<b>Knowledge and Experience:</b> <ul style="list-style-type: none"><li>• Experience of teaching in a higher education environment</li></ul>

### Part 2B: Key Competencies

<b>Competencies are assessed at the interview/selection testing stage</b>	<b>COMMUNICATION</b>
	<b>Oral communication</b> <p>The role holder is required to, understand and convey straightforward information in a clear and accurate manner and the role holder is required to, understand and convey information which needs careful explanation or interpretation to help others understand, taking into account what to communicate and how best to convey the information to others and the role holder is required to, understand and convey complex conceptual ideas or complex information which may be highly detailed, technical or specialist.</p> <b>Written or electronic communication and visual media</b> <p>Occasionally is required to, understand and convey straightforward information in a clear and accurate manner and the role holder is required to, understand and convey information which needs careful explanation or interpretation to help others understand, taking into account what to communicate and how best to convey the information to others and the role holder is required to, understand and convey complex conceptual ideas or complex information which may be highly detailed, technical or specialist.</p>

### **ANALYSIS AND RESEARCH**

The role holder is required to analyse or research complex ideas, concepts or extensive data from different perspectives; work out how best to apply existing methodologies according to the overall context, objectives and expectations; identify the relationship between complex, interdependent factors.

### **SERVICE DELIVERY**

The role holder is required to deal with internal or external contacts who ask for service or require information; create a positive image of the organisation by being responsive and prompt in responding to requests and referring the user to the right person if necessary; deliver service that is usually initiated by the customer, and typically involves routine tasks with set standards or procedures and it is an important requirement to deal with internal or external contacts where the service is usually initiated by the role holder, working within the organisation's overall procedures or policies OR proactively seek to explore and understand customers' needs; adapt the service accordingly to ensure the usefulness or appropriateness and quality of service (content, time, accuracy, level of information, cost).

### **DECISION-MAKING PROCESSES AND OUTCOMES**

Take independent decisions is a requirement and has a minor impact. Be party to some collaborative decisions; work with others to reach an optimal conclusion is a requirement and has a minor impact. The role holder is required to provide advice or input to contribute to the decision-making of others that has a moderate impact.

The successful candidate will undertake training and development in learning and teaching in Higher Education, including the Post-Graduate Certificate in Teaching and Learning in Higher Education.

**The successful candidate will register for a Higher Degree.**

**Date Completed:**

July 2018