

## **Lecturer (PG Business)**

### **Role Profile**

<b>Salary:</b>	Band 4
<b>Working Hours:</b>	Full Time – 35 hours per week for nominal purposes (32 hours for nominal over four days during 4-day week pilot)
<b>Contract:</b>	Permanent
<b>Reporting to:</b>	Senior Lecturer/Programme Manager
<b>Direct reports:</b>	None
<b>Overall purpose/accountabilities:</b>	<p>Effectively contribute to the development and delivery of educational activities. Assisting the Senior Lecturer/Programme Manager (PG Business) with the development and promotion of teaching and related research and external engagement activities. Delivering consistently in conjunction with Faculty stakeholders and Institutional policies.</p> <p>Always deliver and champion excellent customer service to all stakeholders.</p>

### **Job Description**

Deliver, support and monitor teaching at both undergraduate and postgraduate level according to own area of subject specialism and related areas by the provision of lectures, workshops, tutorials and other means of teaching, as appropriate. Resolving related issues affecting delivery in accordance with associated regulations, procedures and good practice.

Resolve student problems across relevant modules and programmes, including attendance issues and students failing to submit work etc. Accessing the support of the Senior Lecturer/Programme Manager as appropriate.

Support the Senior Lecturer/Programme Manager in the retention, progression and achievement of students.

Contribute to the enhancement of quality in teaching, the development of academic programmes and teaching practices in conjunction with institutional policies.

Contribute to curriculum development of designated modules across programmes as appropriate.

Contribute to the administration of modules and programmes. Taking an active role in attendance monitoring procedures.

Participate in relevant Staff Student Liaison Committees, Boards of Study and Assessment Boards, as required.

Work closely with the Career, Academic Development, and Library teams and other departments across the institution to bring added value to the student experience.

Plan, organise and participate in student field trips and visits in accordance with module specifications.

Commitment to promoting and incorporating our corporate values throughout all streams of service delivery.

To promote and encourage the practice of the University's equality and diversity principles in contacts with all staff, students and partners.

Any other duties commensurate with the nature of the job, as determined by an appropriate manager.

**Other factors:**

This role may require some national/international travel to attend events in support of academic and professional development or recruitment activities.

**Generic to all Lecturers:**

All Lecturers will carry out a range of duties. Whilst it is not anticipated that all activities listed below will be covered by one individual, it is expected that individuals will make a balanced contribution to all areas of academic activity.

Teaching and Research

Agree and manage all teaching, research and administration responsibilities with guidance and support from a Senior Lecturer/Programme Manager.

Undertake teaching as a member of a teaching team in a developing capacity within an established programme of study across a variety of settings.

With support from a Senior Lecturer/Programme Manager, engage in the development and innovation of teaching materials, methods and approaches that challenge, foster debate and encourage critical thinking. Reflecting on teaching design, delivery and feedback to engender a process of continuous improvement.

Under the direction of a Senior Lecturer/Programme Manager utilise appropriate assessment instruments and criteria, assess the work and progress of students with reference to appropriate criteria and provide constructive feedback.

Develop and implement personal and collaborative research plans. Disseminating the associated outcomes through publication and presentation as well as applying acquired knowledge into teaching and reach out activities.

### Student Support

Act as a personal tutor and undertake pastoral duties to deal with sensitive student welfare issues. Referring students to appropriate student support services as appropriate.

### Management

Assist the Senior Lecturer/Programme Manager in day to day programme management issues, including the management of students and administrative tasks.

Support the Senior Lecturer/Programme Manager as the key point of contact for members of the programme team.

Support the Senior Lecturer/Programme Manager in the effective management all staff and resources, ensuring all policies and procedures with respect of staff recruitment, selection, induction, appraisal, staff development, recognition, performance management and health and safety are adhered to and consistently applied.

Assist the Senior Lecturer/Programme Manager in ensuring a collaborative approach to team working is engendered within the team. Attending team meetings and effectively contributing to the work of the University of Sunderland in London academic management team.

### External Engagement

In conjunction with the Career, Employability and Enterprise team, support the development and organisation of Guest Speaker seminars, visits to businesses and other organisations, and the arrangement of student placements and internships.

### Employability

Ensure students have an effective learning experience by providing high quality academic guidance and advice and therefore enhancing their retention, progression and employability.

### Professional Development

Comply with institutional expectations as an individual member of academic staff in relation to their own self-monitoring, continuing professional development and self regulation.

Engage in appropriate professional development activities, including active membership of professional bodies.

Support the development of University of Sunderland in London by establishing close working relationships with the local national and international professional and academic community to enhance the student experience.

Continually update knowledge and understanding at the forefront of the relevant academic discipline and/or professional practice.

## Person Specification

<b>Essential</b>	<p><b>Qualifications</b></p> <p>Degree or equivalent professional qualification in a subject relevant to own area of teaching.</p> <p>Postgraduate qualification in a related subject area.</p>
	<p><b>Experience</b></p> <p>Proven experience of online and face-to-face teaching within a Higher Education setting and significant experience of using apps / platforms alongside practical or classroom based learning.</p> <p>Proven experience of working and teaching in a multi-national and multi-cultural environment.</p> <p>Proven experience of working within a team environment, to collaborate with colleagues across curriculum development and delivery, research and external engagement.</p> <p>Specific, extensive teaching experience on Postgraduate Business Management.</p> <p>Subject specific experience in the following:</p> <p><b>Digital Marketing &amp; Analytics</b></p> <ol style="list-style-type: none"> <li>1) Understanding the Digital Environment and the dynamic digital transformation that leading to new technologies such as Programmatic Marketing; Artificial Intelligence; Virtual and Augmented Reality.</li> <li>2) Understanding the wide range of marketing activity comprising successful and sustainable digital marketing strategy, a combination of various methods such as paid, owned and earned media, online advertising, social media marketing and management, content creation, affiliate marketing and influencer marketing.</li> <li>3) Understanding of website development with the importance of web integration with Search Engine Optimization, e-commerce platforms and Mar-Tech tools supporting the implementation and evaluation of digital marketing strategies.</li> </ol>
	<p><b>Skills &amp; Attributes</b></p> <p>Demonstrable ability to provide a high quality teaching and learning experience by designing teaching and learning materials that are innovative, engaging, up to date and appropriately challenging.</p>

	<p>Ability to use online teaching tools such as MS Teams, Canvas and other online resources to effectively communicate with students in all levels.</p> <p>Possess appropriate breadth or depth of specialist knowledge in the discipline to work within established teaching, research and external engagement activities.</p> <p>Proven ability to underpin teaching and curriculum development with personal research and/or external engagement activity (as appropriate).</p> <p>Proven ability to plan and organise own workload according to appropriate milestones and deadlines, allocating time effectively and ability to take initiative and responsibility.</p> <p>Ability to work collaboratively with colleagues and students to raise the profile of the department inside and outside the organisation, participate in open days, inductions and outreach activities.</p> <p>A high commitment and appreciation of the importance and effective delivery of an excellent student experience to all learners.</p>
<b>Desirable</b>	<p><b>Qualifications</b></p> <p>PhD/ Doctorate</p> <p>Membership of a relevant professional body.</p> <p>Higher Education Teaching qualification (e.g. PG Cert).</p> <p><b>Experience</b></p> <p>Previous experience of administrative duties within the private, further or higher education sector.</p> <p>Recent experience and/or a profile within related industry/professional practice.</p> <p><b>Skills and Attributes</b></p> <p>Evidence of establishing links with industry and professional practice.</p>

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