

## JOB DESCRIPTION

<b>Job Title:</b> Lecturer (Teaching) in Digital Marketing (12-month Fixed Term Contract)	<b>Band AC2:</b> £37,100 to £41,732 <i>Opportunity to progress to £45,585</i>
<b>School:</b> Worcester Business School	
<b>Department:</b> Marketing and Enterprise	
<b>Reporting directly to:</b> Head of Department of Marketing and Enterprise	
<b>Supervisory responsibility for:</b> N/A	
<b>Other Contacts</b> <b>Internal:</b> Head of School; ASU Manager; Head of Department; Academic and Professional Service colleagues within the school; Registry;  <b>External:</b> Partner institutions; Other HEIs; Student placement providers; External Recruitment Agencies	
<b>Main Duties*:</b>  <ol style="list-style-type: none"> <li>1. To take responsibility for the leadership, development and delivery of learning, teaching and assessment across a range of modules including where appropriate some of the following business-related areas of teaching:             <ul style="list-style-type: none"> <li>• Generation Digital</li> <li>• Integrated Marketing Communications</li> <li>• Lifestyle Marketing</li> <li>• Marketing Insight</li> <li>• Digital Content &amp; E-commerce</li> <li>• Social Commerce</li> <li>• Digital &amp; Social Media Marketing</li> <li>• Brand Management</li> <li>• Digital Business</li> <li>• The Next Big Thing</li> <li>• Advertising &amp; Digital Communications</li> </ul> </li> <li>2. To contribute to the design and development of innovative, inclusive and inspiring learning materials and assessments including e-learning.</li> <li>3. To ensure that the teaching for which you are responsible is informed by contemporary research, scholarship and professional practice, and develops the ability of students to engage in debate, critical discourse and thinking.</li> <li>4. To supervise the work of undergraduate and postgraduate students, providing them with advice on study skills.</li> <li>5. To contribute to an ongoing process of analysis and improvement for the whole student journey with academic colleagues, Student Experience, Recruitment, the Language Centre and Admissions.</li> <li>6. To act as a Personal Academic Tutor.</li> </ol>	

7. To actively engage in scholarship activities that underpin professional re-validation in ways which contribute to the University and School objectives and contribute to ensuring up to-date, leading edge teaching.
8. To carry out academic administrative work and participate in relevant committees within the School and College.
9. To contribute to enhancing the external profile of the University through, for example, working with a range of external partners, corporate clients and professional bodies.
10. To work effectively as a team member.
11. To undertake professional development in support of learning and teaching, scholarship, and curriculum management.
12. To participate in the recruitment of students, including selection events and open days; and to work with the International Recruitment Office to develop and implement recruitment timelines, to agree plans and targets for future intakes.
13. Participate fully in the life of the school and carry out any other reasonable duties as requested by the Head of School or her/his nominee.
14. To participate in annual staff development and review processes.
15. To maintain personal and professional development to meet the changing needs of the job; participate in appropriate training activities and encourage support staff in their development and training.
16. To take steps to ensure and enhance personal health, safety and well-being and that of other staff and students.
17. To carry out these duties in a manner that promotes equality of opportunity and supports diversity and inclusion, and which takes into account the University's commitment to environmentally sustainable ways of working.

**\*The above does not represent an exhaustive list of duties associated with this role.**

**Selection methods:**

- **20-minute teaching session with a small group of staff playing the role of students**

Candidates are required to adopt the role of a lecturer at Worcester Business School and to facilitate a 20-minute teaching session on a relevant topic. The session will be presented to a small panel of staff who will role-play students. Candidates may structure the session as they wish but it is expected that a student-centred approach is taken. As the teaching session takes place over a short period of time, it is suggested that one or two concepts are covered in-depth with a clear introduction, presentation, learning activities, conclusion, and references. Candidates are advised to be conservative with the breadth of their Intended Learning Outcomes and strictly adhere to their allocated time. Learning activities are required and should be student-centred and interactive. Examples include role playing, short case study review, collaborative design, group problem solving.

You will be expected to demonstrate learning and teaching skills suitable for a lecturing post at the Worcester Business School and show a suitable depth of understanding of your chosen topic. It would also be expected that you demonstrate a familiarity with key academic sources relating to the topic presented. Once the teaching session has concluded, there will be an opportunity for staff to ask questions related to your teaching.

- **45-minute formal interview.**

This will include an opportunity for you to ask questions.