

**PERSON SPECIFICATION**  
**Lecturer (Teaching) in Digital Marketing (12-month Fixed Term Contract)**

Criteria	Essential/ Desirable	Application Form / Interview
1. Masters degree (or near completion) in a relevant subject or significant commercial experience.	Essential	Application Form / Supporting Statement
2. Evidence of contemporary knowledge in some of the following: <ul style="list-style-type: none"> <li>• Digital Marketing</li> <li>• Digital Content &amp; E-commerce</li> <li>• Social media marketing</li> <li>• Marketing Communications</li> </ul>	Essential	Supporting Statement / Interview
3. Teaching experience in UK higher education with evidence of successful student learning outcomes and good pedagogic practice in a related subject.	Essential	Application Form / Supporting Statement / Interview
4. Excellent communication and presentation skills both oral and written, including the ability to write engagingly using a variety of traditional and digital media.	Essential	Supporting Statement / Interview
5. Experience of professional practice, knowledge of their professional standards.	Essential	Supporting Statement / Interview
6. Evidence of sustained Continuous Professional Development.	Essential	Supporting Statement / Interview
7. Familiarity with ICT, digital and social media platforms and ability to use these professionally and creatively to promote opportunities for learning with international students.	Desirable	Supporting Statement / Interview
8. Willingness to travel overseas in a business context (as appropriate).	Desirable	Supporting Statement / Interview
9. Recognised teaching qualification or HEA Fellowship.*	Desirable	Application Form / Supporting Statement
10. Recognised Professional Qualification in a relevant subject.	Desirable	Application Form / Supporting Statement

- Application Form – assessed against the application form and where appropriate, curriculum vitae. Applicants will not be asked to answer a specific supporting statement. Normally used to evaluate factual evidence e.g. award of a qualification. Will be “scored” as part of the shortlisting process.

- Supporting Statements - applicants are asked to provide a statement to demonstrate how they meet the criteria. The response will be “scored” as part of the shortlisting process.
- Interview – assessed during the interview process by either competency-based interview questions, tests, work-related exercise, presentation or teaching session etc.

\*Newly appointed staff who do not already hold HEA professional recognition or a HE teaching qualification will be required to achieve this within three years of their appointment to the post, either through completion of the PG Cert Learning and Teaching in HE, or for those with significant experience of teaching in HE, via the University’s accredited CPD scheme conferring Fellowship at the appropriate level.