

RESOURCING/

JOB DESCRIPTION:

Lecturer in Digital Analytics

Education and Research (E&R) OR Education, Scholarship and Professional Practice (ES&P)



Ref Number:	SS-184-20
Salary Scale:	Grade 7: £34,804 - £40,322 per annum <i>or</i> Grade 8: £41,526 - £49,553 per annum
Contract:	Ongoing AND Full-time (12 months Fixed term AND Full-time will be considered for early career researchers)
School/Department:	Kent Business School
Location:	University of Kent, Medway Campus
Responsible to ¹ :	Dean of Kent Business School or nominee
Expected start date:	ASAP, by 1st September

The Role

Kent Business School is seeking to appoint a *Lecturer in Digital Analytics* to support the expansion of our Medway campus. We are looking for a dedicated scholar who is keen to make a strong contribution to teaching, research and enterprise.

The successful applicant will lead and contribute to the delivery of modules in the MSc in Digital Marketing and Analytics and contribute to our School's successful student enterprise and business engagement activities. Apart from a successful teaching record, the successful applicant will also have developed an original and productive research and/or scholarship agenda, demonstrating the ability or clear potential to publish in internationally-ranked, peer-reviewed journals.

We encourage applications from educators with experience in technology enabled learning and executive education and Higher and Degree Apprenticeships. We particularly encourage applications from prospective candidates whose work relates strongly to the School's [mission of sustainable innovation](#).

Successful applicants may be offered an Education & Research (E&R) or an Education, Scholarship and Professional Practice (ES&P) position depending on their profile and qualifications.

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¹ Line Manager may be subject to change and will be confirmed in the employment contract issued to the successful candidate.



While the post is based at Medway, the successful candidate may be expected to take up teaching and other responsibilities at the University's other campuses, study centres and off campus for the delivery of Higher and Degree Apprenticeships.

The School offers the post holder a competitive salary, generous support for research/scholarship as well as a collegial and cohesive work environment. Colleagues are engaged and present for most of the working week to ensure time for exchange and collaboration. Colleagues on Education and Research contracts will benefit from comparatively moderate contact hours (typically 6-7 hours per week and term).

Key Accountabilities / Primary Responsibilities

- To deliver and contribute to the design of high-quality, demand-driven and student-centred taught programmes.
- To engage in individual and collaborative research and/or scholarship leading to high-quality publications at acceptable levels of volume and academic excellence, develop income from research, enterprise, or corporate engagement individually or in collaboration with others.
- To contribute fully to the School and University by participating in meetings, working groups, committees and other School and University activities

Key Duties

- Undertake research and/or scholarship, independently and collaboratively.
- Prepare articles of world-leading and internationally excellent quality for submission to refereed academic journals and grant applications (E&R) or engage in scholarship at the forefront of the discipline (E,S&P)
- Engage in the School's student enterprise and employability activities.
- Engage in or lead efforts to attract contract research (E&R) or consultancy funding (ES&P).
- Teach and administer modules within the subject area, including **digital marketing data mining and analytics, social media analytics and web marketing and analytics.**
- Contribute to the management and development of existing programmes, modules and other activities and to the development of new modules, programmes and other activities within the subject area, including professional body accreditations.
- Act as Directors of Studies for programmes in their subject area, if and when required.
- Supervise research and/or project students, either jointly or independently.
- Undertake administrative duties assigned by the Dean of the School.
- Contribute to executive education programmes and Higher and Degree Apprenticeships.
- Engage on a continuous and meaningful basis with colleagues in the School and contribute to a cohesive and collegial work environment.
- Undertake consultancy assignments, either as part of his/her base load (i.e. with a corresponding reduction in other duties) or, within the University's standard procedures, for separate remuneration.
- Undertake some teaching at the School's other campus and/or Study Centres.

Such other duties, commensurate with the grading of the post that may be assigned by the Head of Department or their nominee.

Health, Safety & Wellbeing Considerations

This role involves undertaking duties which include the Health, Safety and wellbeing issues outlined below. Please be aware of these, when considering your suitability for the role.

- Regular use of Screen Display Equipment

Internal & External Relationships

Internal: Other academic and administrative staff within Kent Business School, and other departments across the Canterbury and Medway campuses; central registry staff on all Kent sites; staff associated with the Faculty Support Office, HR.

External: HE and accreditation bodies, funding bodies, local employers, national, international and EU government departments, charities and other not-for-profit organisations, appropriate professional bodies.

Person Specification

The Person Specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Please be aware that your application will be measured against the criteria published below.

Selection panels will be looking for clear evidence and examples in your application, or in your cover letter where applicable, which back-up any assertions you make in relation to each criterion.

Qualifications / Training	Essential	Desirable	Assessed via*
PhD (or equivalent) in relevant area or near completion (E&R).	✓		A
OR			
Masters (or equivalent) in relevant professional area (E,S&P)			
A relevant professional qualification or membership of relevant professional body or association		✓	A
Fellowship of the Higher Education Academy and/or teaching qualification (PGCHE or equivalent)		✓	A
<i>Candidates without qualification will be expected to obtain one as part of their probation</i>			

Experience / Knowledge	Essential	Desirable	Assessed via*
Specific knowledge in the advertised subject area	✓		I & T
Teaching experience in digital marketing and social media analytics	✓		A
Evidence of successful publication in relevant 3* or 4* rated journals (E&R)	✓		A, I

<p><u>OR</u></p> <p>Engagement in scholarship as evidenced by publications in journals rated 2* or higher (ES&P)</p> <p><i>As judged by the Chartered ABS International Guide to Academic Journal Quality - The School typically expects its faculty to achieve a minimum of three high-quality outputs over a period of five years.</i></p> <p><i>E&R early career candidates with less than three years' work experience are expected to have a job market paper in 3* or 4* rated journals.</i></p>			(Portfolio of manuscripts – up to 5)
Relevant professional/work experience (ES&P only)	✓		A
Experience relevant to management development and consultancy (ES&P only)	✓		A
Specific knowledge and research reputation in the advertised subject area (E&R)	✓		I, T
<p><u>OR</u></p> <p>Specific knowledge in the advertised subject area (ES&P)</p>			
Relevant service to the institution, as evidenced through effective programme convenorship, successful curriculum development, substantial engagement in quality assurance and enhancement activities; leadership in institutional and/or professional accreditations; or comparable activity		✓	A
<p>Evidence of income generation e.g., through research grants, enterprise activity, consultancy, etc. (E&R)</p> <p><u>OR</u></p> <p>Evidence of ability to attract consultancy income (ES&P)</p>		✓	A
Evidence of impactful scholarship (e.g., publication of textbook or teaching cases; senior fellowship of the HEA; or track record of leading projects to enhance learning and teaching)		✓	A
Experience in delivering technology enabled learning and teaching	✓		I
Track record of high-impact research publications, as evidenced by citation record (e.g. in Web of Knowledge, Scopus, or Google Scholar) (E&R only)		✓	A
International recognition for research and/or scholarship, as evidenced, for instance, through visiting appointments at reputable international universities and business schools, co-authorships or		✓	A

project-based collaborations with scholars at internationally recognised institutions (E&R only)			
Proven track record of PhD supervision (E&R only)		✓	A

Skills / Abilities	Essential	Desirable	Assessed via*
Teaching skills appropriate to higher education at both undergraduate and postgraduate levels.	✓		I, T
Ability to teach a breadth of undergraduate and postgraduate modules, such as <i>digital marketing data mining and analytics, social media analytics, and web marketing and analytics</i> .	✓		I, T
Excellent communication and interpersonal skills	✓		I, T
Ability to engage with business and policy stakeholders, meeting employer and stakeholder needs to the benefit of the University and School	✓		I
Resilience under pressure	✓		I
Ability to design innovative programmes at undergraduate and postgraduate levels, including executive education programmes and Higher and Degree Apprenticeships.		✓	I
Ability to conduct impactful research (E&R only)	✓		I
Research leadership & management skills (E&R only)	✓		I

Additional Attributes	Essential	Desirable	Assessed via*
Ability to collaborate with colleagues within and beyond the School	✓		I
Keenness to contribute to the development of the programmes, research and other activities of the School	✓		I
Willingness to contribute to a cohesive and supportive corporate culture and a collegiate work environment	✓		I
Willingness to engage in professional development activities aimed at obtaining programme-level and/or institutional accreditations, including but not restricted to AMBA, AACSB or EQUIS	✓		I
Willingness to engage proactively in translating into practice the mission and vision of the School	✓		I
Willingness to maintain currency of knowledge through engagement in professional practice, <u>where appropriate</u> , through active professional body membership.	✓		I

***Criterion to be assessed via:**

A = application form or CV/cover letter

I	= interview questions
T	= test or presentation at interview

While the School seeks to appoint to an open-ended position, we will also consider applications from early career researchers completing their PhD's who can demonstrate potential to publish in relevant 3* or 4* rated journals, as judged by the Chartered ABS International Guide to Academic Journal Quality. In these instances, and similar cases, we reserve the right to make a 1 year fixed-term appointment.

Indicative Performance Criteria

General Criteria for Lecturers:

Research (*E&R only*)

- Evidence of publication output of original research at internationally excellent or world-leading level.
- Evidence of leading and managing a research effort.

Teaching

- Evidence of quality in teaching and learning demonstrated across a range of metrics, including student satisfaction; of innovation in curriculum design.
- Evidence of innovation in teaching, supervision, or assessment, including appropriate uses of technology.
- Sustained high-quality teaching across modules, as evidenced by surveys, questionnaires and peer review.
- Evidence of the integration of research, scholarship and professional practice with teaching activities.
- Evidence of involvement in external examining or other forms of engagement in upholding academic standards.
- Evidence of commitment to improving the student experience.
- Evidence of engagement in the adoption of new learning technologies, including digital learning approaches.

Esteem and External Engagement including Professional Practice

- Academic distinctions (e.g. academic awards; editorship of, or refereeing for, journals; grant reviewer for awarding bodies; services for learned societies; election to Fellowships).
- Transfer of research findings into practical applications and/or enrichment of the wider culture through creativity in the social sciences.
- External and visiting appointments.
- Invited talks or workshops and/or organisation of professional development workshops
- Influence on the formulation of policy.
- Advancement of the discipline through a distinctive contribution to intellectual leadership, professional, clinical or vocational practice.
- Evidence of successful engagement with professional bodies, securing institutional or programme-level accreditations for the University and School, acquiring and/or maintaining professional qualifications.

Service to the University and School

- Evidence of enhancing the international standing and profile of the School and University.

- Responsible and effective involvement in the broader arena of the School and/or University, including, where appropriate, a role providing support, pastoral care and guidance to students or colleagues.
- Evidence of exceptional collegiality.

Further Enquiries

For informal discussion only, please contact Professor Marian Garcia, Dean of Kent Business School, kbsdiretor@kent.ac.uk.