

Job Description

Lecturer/Senior Lecturer in Digital Marketing (Ed Education, Scholarship and Professional Practice)

Salary:	Grade 7, 8, 9
Contract:	Full time, ongoing
School/Department:	Kent Business School
Location:	Canterbury/Medway
Responsible to:	Dean of Kent Business School or nominee

Job purpose

As Lecturer/Senior Lecturer in Digital Marketing within the Department of Marketing, Entrepreneurship and International Business (MEIB), you will make a strong contribution to both teaching and scholarship, as well as to our student enterprise and business engagement activities. You will lead and contribute to the delivery of digital marketing and analytics modules on both our undergraduate and postgraduate programmes. In particular, the post holder will be expected to provide teaching in one or more of the following areas: marketing, digital marketing communications, digital and social media analytics, digital business and marketing strategies, and/or possibly new modules in the successful candidate's own area of expertise.

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

The School offers the post holder a competitive salary, support for scholarship as well as a collegial work environment.

Key accountabilities

- To deliver and contribute to the design of high-quality, demand-driven and student-centred taught programmes; as Senior Lecturer to provide academic leadership in this area.
- To engage in individual and collaborative scholarship and develop connections with professional bodies and industry. As Senior Lecturer, to engage in internationally excellent and/or world-leading scholarship, leading enterprise or consulting projects as well as other initiatives on behalf of the School; to generate income; and to contribute to the School's overall strategy.
- To contribute fully to the School and University by participating in meetings, working groups, committees and other School and University activities; at Senior Lecturer level, to support the management of the School, by taking on key roles and serving on School or University working groups or committees, as required.

Key duties

The following are the main duties for the job. Other duties, commensurate with the grading of the job, may also be assigned from time to time.

- Teach and administer modules within the subject area.
- 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.

- Undertake administrative duties assigned by the Dean of the School.
- Contribute to executive education programmes and Higher and Degree Apprenticeships.
- Supervise project students, either jointly or independently.
- Engage on a continuous and meaningful basis with colleagues in the School, and contribute to a cohesive and collegial work environment.
- Engage in the School's student enterprise and employability activities.
- Engage with professional bodies and relevant stakeholders in industry.
- Engage in scholarship at the forefront of the discipline.
- Engage in or lead efforts to attract consultancy funding.

At Senior Lecturer level:

- Provide academic and operational leadership within the discipline area.
- Assume a key leadership role across the Business School and mentor more junior academic colleagues within the group and the School as required.

The post holder may be asked to:

- 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.
- Undertake other duties, commensurate with the grading of the post, that may be assigned by the Dean of the School or their nominee.

Internal & external relationships

Internal: Other academic and professional service staff within Kent Business School, and other Divisions / Schools across the Canterbury and Medway campuses; central registry staff on all Kent sites.

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.

Health, safety & wellbeing considerations

This job involves undertaking duties which include the following health, safety and wellbeing considerations:

- Regular use of Screen Display Equipment
- Ability to occasionally travel in a timely and efficient manner between campuses.

Person specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications will be measured against the criteria published below.

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

Essential Criteria:

- Master (or equivalent) in relevant professional area (A)
- Specific knowledge in the advertised subject area (I&T)
- Teaching experience in marketing, digital marketing communications, digital and social media analytics, digital business and marketing strategies (A)
- Evidence of (at Senior Lecturer level sustained) engagement with the profession (A)

- Evidence of successful publication activity in relevant professional journals, successful presentations at relevant professional conferences, or equivalent evidence demonstrating candidates maintain and develop currency of knowledge (A)
- Experience in delivering technology enabled learning and teaching (I)
- Teaching skills appropriate to higher education at both undergraduate and postgraduate levels (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 collaborate with colleagues within and beyond the School (I)
- Firm commitment to achieving the University's vision and values, with a passion for a transformative student experience and multidisciplinary, impactful research (I)
- Commitment to deliver and promote equality, diversity and inclusivity in the day-to-day work of the role (I)

Essential Criteria for Senior Lecturer only:

- 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)
- 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)
- Evidence of income generation (e.g. through enterprise and consultancy activity; or competitively awarded internal grants, scholarships, or comparable awards) (A)
- Ability to design taught programmes at undergraduate and postgraduate levels, including executive education programmes and Higher and Degree Apprenticeship (I)
- Scholarship leadership & management skills (I)

Desirable Criteria:

- A relevant professional qualification from a relevant professional body (A)
- PhD (or equivalent) in relevant area - awarded or near completion (A)
- Fellowship of the Higher Education Academy and/or teaching qualification (PGCHE), or equivalent Candidates without qualification will be expected to obtain one as part of their probation (A)
- Ability to conduct impactful scholarship (I)

Assessment stage: A - Application; I - Interview; T - Test/presentation at interview stage