Cardiff Metropolitan University | Prifysgol Metropolitan Caerdydd

JOB DESCRIPTION

Job Title: **Senior Lecturer in Marketing Management**

Location: **Cardiff School of Management, Llandaff Campus**

Department: **Department of Marketing**

Hours: **37 hours per week and 18.5 hours per week**

Grade: **8 A/B**

Salary: **£53,301 - £61,759 per annum**

Tenure: **Permanent**

Role Summary:

This is a key post that will contribute to the ambitions of the University's new Strategic Plan, 2030. The University is at the forefront of working internationally and has developed over many years a strong reputation for Transnational Education (TNE). Cardiff Met currently works and collaborates with many high calibre international partners.

The Marketing and Strategy Department is seeking to appoint a motivated and enthusiastic academic at the Senior Lecturer level specialising in one or more aspects of Marketing. The department's marketing portfolio currently includes foundation, undergraduate and postgraduate provision. At undergraduate level, the department currently offers five named BA (Hons) degrees including: Marketing Management, Advertising and Marketing Management, Brand and Marketing Management, Public Relations and Marketing Management and Sales and Marketing Management. In addition, the department offers degrees in Digital Marketing and Fashion Marketing as well as BA (Hons) Fashion Buying and Brand Management. The team also provide marketing modules to the Foundation, the BA Business and Management (Marketing Pathway) and the MBA. The undergraduate suite of marketing programmes is complemented at Masters level by the MSc Strategic Marketing, MSc Digital Marketing and MSc Fashion Marketing.

Our degrees are designed and aligned to the needs of industry and there is an emphasis on developing strong graduate outcomes. Experience in specialist marketing subject areas, include social media; digital analytics; AI; and global marketing. A specialism relating to any of our named programmes at undergraduate and postgraduate level would be an advantage. The successful applicant will lead modules and contribute to the teaching of a range of marketing modules at a variety of levels, including masters. In addition, the successful applicant will be expected to work with the marketing field group to achieve standards of professional accreditation and to develop relevant research and innovation agendas.

The marketing degrees are accredited by CIM and the department is a CIM Gateway Centre and Accredited Study Centre. You will be working with a team of highly skilled

and motivated marketers to build and raise the profile of marketing within the school and at a national level.

Through your professional networks, you will promote the continuous development of the courses, reflecting critically on the broader context of practice and educational provision internationally.

Mae’r ddogfen hon hefyd ar gael yn Gymraeg / This document is also available in Welsh.

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ROLE PROFILE

Principal Duties and Responsibilities:
Supervise postgraduate research students

Teaching and learning support

- Design teaching material and deliver either across a range of modules or within a subject area.
- Use appropriate teaching, learning support and assessment methods.
- Supervise student projects, and/or e.g. field trips and, where appropriate, placements.
- Identify areas where current provision is in need of revision or improvement.
- Contribute to the planning, design and development of objectives and material.
- Set, mark and assess work and examinations and provide feedback to students.

Research and scholarship

- Lead research and/or innovation proposals and projects with the potential to generate income, to manage project deliverables, deliver outputs and secure impact.
- Work with university stakeholders to identify sources of research funding and lead the process of securing funds.
- Manage the delivery of individual and/or collaborative research projects to time and on budget.
- Apply knowledge acquired from research and innovation as well as scholarship to learning and teaching, and appropriate external activities Lead the design and production of peer-reviewed publications and/or practitioner outputs, and/or disseminate research findings using other appropriate media.
- Make presentations at local, national and international academic and/or practitioner conferences or exhibit work in other appropriate events.

Communication

- Routinely communicate complex and conceptual ideas.

Liaison and networking

- Participate in and help develop internal and external networks for the benefit of Cardiff Metropolitan University in the areas of teaching and research.

Managing people

- Mentor colleagues with less experience and advise on personal development.
- Depending on the area of work, could be expected to supervise the work of others.

Teamwork

- Act as a responsible team member, leading where agreed, and develop productive working relationships with other members of staff.
- Collaborate with colleagues to identify and respond to students' needs.

Pastoral care

- Could be expected to act as a module tutor.
- Be responsible for the pastoral care of students within a specified area.
- Deal with standard problems and help colleagues resolve their concerns about progress in research.

Initiative, problem-solving and decision-making

- Assess, interpret and evaluate outcomes of research.
- Identify the need for developing the content or structure of modules with colleagues and make proposals on how this should be achieved.
- Develop ideas promoting the subject and/or research areas.
  - e.g. Develop ideas and find ways of disseminating and applying the results of research and scholarship.
  - e.g. Responsibility for the design and delivery of own modules and assessment methods.
  - e.g. Collaborate with colleagues on the implementation of assessment procedures.
  - e.g. Advise others on strategic issues such as student recruitment and marketing.
  - e.g. Contribute to the accreditation of courses and quality control processes.

Planning and managing resources

- As module leader or tutor, co-ordinate with others (such as support staff or academic colleagues) to ensure student needs and expectations are met.
- Manage projects relating to own area of work.
- Participating in developing ideas for generating income.

Sensory, physical and emotional demands.

- Balance the pressures of teaching and administrative demands and competing deadlines.

Work environment

- Within the context of Cardiff Metropolitan University's H&S policy, depending on area of work and level of training received, may be expected to conduct risk assessment and take responsibility for the health and safety of others.

Expertise

- Possess sufficient breadth or depth of specialist knowledge in the discipline to develop teaching and/or research programmes and the provision of learning support.
- Use a range of delivery techniques.

Standard Notification

These guidelines are provided to assist you in the performance of your contract. The university is a dynamic organisation; therefore changes may be required from time to time. Any changes will be made in consultation with the post-holder. The Summary of Duties and Responsibilities is not intended to be an exhaustive list of tasks performed. Other associated technical tasks are likely to be performed as directed by the line manager.

The University is committed to the highest ethical and professional standards of conduct. Therefore, all employees are expected to have due regard for the impact of their personal behaviour and conduct on the University, students, colleagues, business stakeholders and our community. Each employee must demonstrate adherence to our Code of Professional Conduct. In addition, all employees should have particular regard for their responsibilities under Cardiff Metropolitan University's Equalities, Financial, Environmental and Sustainability, People Services and Health and Safety policies and procedures.

PERSON SPECIFICATION

Post: Senior Lecturer in Marketing Management

Unit/School: Cardiff School of Management

*Key

A - Application form
I - Interview
T -Test

FACTORS	ESSENTIAL AND DESIRABLE CRITERIA	ASSESSED BY		
		A*	I*	T*
Education and Qualifications (Essential)	A good honours degree	✓		
	An earned doctoral level qualification	✓		
	Ability to achieve Fellow Status as part of the Higher Education Academy's Professional Recognition scheme, within agreed timescales (as soon as is practicably possible and definitely within three years of commencement of employment).		✓	
	Membership of a professional body related to Marketing.	✓		
Education and Qualifications (Desirable)	Fellow Status as part of the Higher Education Academy's Professional Recognition scheme.	✓		
	Membership of a professional body	✓		
Knowledge (Essential)	An in-depth knowledge of specialist subject and professional area.	✓	✓	
	An in-depth understanding of pedagogy	✓	✓	
	An in-depth understanding of research/innovation and scholarly activity	✓	✓	
Knowledge (Desirable)				

Skills and Abilities Relating to Role (Essential)	Ability to design, develop and deliver a range of programmes at various levels.	✓		
	Ability to review programme design on a regular basis to ensure compliance with quality standards and academic regulations and to make alterations where appropriate.	✓		
	Ability to contribute to the achievement of the School Development Plan and the institutions strategic planning processes.	✓		
	Ability to identify opportunities for strategic development/improvement e.g. new courses, consultancy.	✓		
	Ability to identify (through the analysis of appropriate management information) areas requiring improved performance e.g. student numbers, student satisfaction.	✓	✓	
	Ability to take responsibility for a number of key areas such as Chairing and participating in School and Institutional committees, leading projects.	✓	✓	
	Ability to communicate and disseminate complex and conceptual ideas in a variety of ways – presentations, reports, learning materials, results of scholarly activity, feedback etc. to a wide variety of audiences.	✓	✓	
	Ability to lead and contribute to the development of teams to ensure effective and productive working relationships.	✓	✓	
	Ability to lead/develop/work collaboratively with a number of internal and external networks, e.g. professional associations, external examiners.	✓	✓	
	Ability to plan workloads and projects and manage resources effectively.	✓		
	Ability to develop research objectives, prepare proposals, carry out independent research, referee and contribute to peer assessment.		✓	
Skills and Abilities Relating to Role (Desirable)				

Experience Paid/Unpaid (Essential)	Experience of HE teaching or equivalent. Experience of providing academic leadership and first line support/mentoring for other colleagues. Experience of engaging in pedagogic and practitioner research. Experience of contributing to the development of academic strategies for example, teaching and learning, research and enterprise. Experience of managing performance through the setting, monitoring and review of objectives.	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	
Experience Paid /Unpaid (Desirable)	Experience of working in multi-disciplinary teams Experience of working in an internationalised classroom context	✓ ✓		
Other Requirements (Essential)				
Other Requirements (Desirable)	Ability to speak Welsh		✓	
Welsh Language Skills **Listening** **Desirable** For the full skill descriptions, please visit our staff recruitment website.	A1 - Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh.	✓		
Welsh Language Skills **Reading** **Desirable**	A1 - Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh.	✓		

Welsh Language Skills **Speaking** **Desirable**	A1 - Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh.	✓		
Welsh Language Skills **Writing** **Desirable**	A1 - Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh.	✓		