



## JOB DESCRIPTION

<b>Job Title:</b>	<b>Lecturer in Strategy and Marketing Management</b>
<b>Location:</b>	<b>Cardiff School of Management, Llandaff Campus</b>
<b>Department:</b>	<b>Department of Marketing and Strategy</b>
<b>Hours:</b>	<b>37 hours per week</b>
<b>Tenure:</b>	<b>Permanent</b>
<b>Grade:</b>	<b>7A/B</b>
<b>Salary:</b>	<b>£46,049 - £51,753 per annum</b>

### 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 in the Cardiff School of Management is seeking to appoint a motivated and enthusiastic academic at the Lecturer level. A key component of the successful applicant's role will be to work with the International College of Business Technology (ICBT) in Sri Lanka as it expands its Higher Diploma programme. This will require reviewing applications, providing quality assurance and enhancement, including training. A willingness to engage with student welfare and programme management is essential.

In developing the Higher Diploma with ICBT the successful candidate would be expected to work alongside colleagues in CSM involved in TNE. This will include working closely with the Link Tutors and specifically the Link Tutor for ICBT, Field Group Chairs, Programme Directors and other academics across various subject disciplines. The Higher Diploma has multiple cohorts of students who will study at one of ICBT's many campuses in Sri Lanka. The specific requirements listed below are not exhaustive but are considered essential to performing the role and will form a substantial element of this post.

Key duties include:

- Be responsible for the monitoring of applications from students intending to study a Higher Diploma with ICBT.
- Be responsible for overseeing the approval of new modules before submitting them to the appropriate committee.

- Coordinate the marking and moderation of assessments in collaboration with Module Leaders and Programme Directors
- Ensure that all assessments have been subject to internal scrutiny and that the appropriate forms are completed to a satisfactory standard within agreed timescales.
- Ensure that feedback to students is of a high and consistent standard and given in a timely and appropriate manner.
- Ensure that exam papers and assignment briefs are of appropriate standards to be submitted to the relevant external examiner.
- Carry out internal moderation of marked assessments to ensure appropriate standards are maintained ahead of sample submission to external examiners.

The post will be located with the Marketing and Strategy Department in the Cardiff School of Management. The department's portfolio is extensive and includes undergraduate and postgraduate degree programmes and we deliver learning and teaching at foundation level, alongside Levels 4-7. Included in the portfolio for Marketing and Strategy is the flagship MBA programme. The successful applicant will contribute to the teaching of home-based programmes within Cardiff School of Management which reflect the successful applicant's experience and subject specialism.

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



## ROLE PROFILE

*This job description is indicative, not prescriptive, and the balance of duties will be in accordance with the contract of employment.*

### **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.**



Cardiff  
Metropolitan  
University

Prifysgol  
Metropolitan  
Caerdydd

## PERSON SPECIFICATION

Job Title: Lecturer in Strategy and Marketing Management

Unit/School: School of Management

### \*Key

A - Application form  
I - Interview  
T -Test

FACTORS	ESSENTIAL AND DESIRABLE CRITERIA	ASSESSED BY		
		A*	I*	T*
<b>Education and Qualifications (Essential)</b>	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 a 3 year period.	✓	✓	
<b>Education and Qualifications (Desirable)</b>	Fellow Status as part of the Higher Education Academy's Professional Recognition scheme.	✓		
	Membership of a professional body.	✓		
<b>Knowledge (Essential)</b>	A good level of knowledge relevant to the subject and professional area.	✓	✓	✓
	Evidence of undertaking continuous professional development (CPD).	✓	✓	
	A sound understanding of pedagogy.	✓	✓	✓
	A sound understanding of research/innovation and scholarly activity.	✓	✓	
<b>Knowledge (Desirable)</b>				

<b>Skills and Abilities Relating to Role (Essential)</b>	Ability to develop teaching and/or research programmes and the provision of learning support.	✓	✓	
	Ability to design teaching and learning material.	✓	✓	
	Ability to employ appropriate assessment methods.		✓	
	Ability to support the development of research objectives, projects or proposals.		✓	
	Ability to employ appropriate methods for disseminating research findings.		✓	
	Ability to contribute to the achievement of the School Development Plan and the development of other school activities.		✓	
	Ability to undertake administrative duties in an accurate and timely fashion.		✓	
	Ability to plan workloads and projects and manage resources effectively.	✓	✓	
	Ability to identify areas for improvement and to use initiative and problem solving skills to improve performance.		✓	
	Ability to take responsibility for a number of key areas such as module tutor, research supervision at undergraduate level.		✓	
	Ability to communicate and disseminate complex and conceptual ideas in a variety of ways – presentations at conferences reports on findings, publications, feedback etc.	✓	✓	
	Ability to develop productive working relationships as part of a professional team.		✓	
	Ability to work collaboratively on research projects through the development of appropriate partnerships.		✓	
<b>Skills and Abilities Relating to Role (Desirable)</b>				

<b>Experience Paid/Unpaid (Essential)</b>	Experience of teaching / research or equivalent.	✓	✓	✓
	Experience of attracting or generating funds/income through a variety of sources.	✓	✓	
	Experience of working with others in a supervisory/guiding/supporting/mentoring capacity.		✓	
<b>Experience Paid /Unpaid (Desirable)</b>	Experience of teaching and research in Higher Education.	✓	✓	
	Experience of working with international partners in Higher Education.	✓	✓	
<b>Other Requirements (Essential)</b>	Ability to demonstrate a commitment to Equality and Diversity, Health and Safety, Quality Standards.		✓	
<b>Other Requirements (Desirable)</b> <b>Welsh Language Skills</b>  For the full skill descriptions, please visit our staff recruitment website.	<u>Listening</u>  <b>A1 - Beginner</b> Can understand and use familiar everyday expressions and very basic phrases in Welsh.		✓	
<b>Welsh Language Skills</b>	<u>Reading</u>  <b>A1 - Beginner</b> Can understand and use familiar everyday expressions and very basic phrases in Welsh.		✓	
<b>Welsh Language Skills</b>	<u>Speaking</u>  <b>A1 - Beginner</b> Can understand and use familiar everyday expressions and very basic phrases in Welsh.		✓	
<b>Welsh Language Skills</b>	<u>Writing</u>  <b>A1 - Beginner</b> Can understand and use familiar everyday expressions and very basic phrases in Welsh.		✓	



