

**Job Description for the Post of
Lecturer in Marketing and Events Management (Ref BS08/10)**

1. **General details**

Job Title: Lecturer in Marketing and Events Management
Location: Business School
Normal workbase: Stoke Campus
Tenure: Permanent
Salary: Grade 7, currently £30,595 - £35,468 per annum

2. **Job Purpose**

To contribute to the development and delivery of academic provision in Marketing and Events Management and related disciplines including associated academic operational responsibilities as required.

3. **Relationships**

Responsible to: Programme Area Manager

4. **Main Activities**

- a) To teach and assess, as part of a teaching team, in the areas of knowledge appropriate to the aims of the provision within Staffordshire University Business School and where appropriate, across other Faculties/Schools of the University.
- b) To contribute to the development of specialist teaching and learning provision, including short courses, in Marketing and Events Management and associated disciplines.
- c) To devise and deliver modules as determined by the relevant academic manager and to ensure that learning materials and methods of delivery meet defined learning objectives.
- d) To undertake operational responsibilities associated with the delivery of academic provision, including the leadership of modules/small awards, as directed by the relevant academic manager.
- e) To enhance the quality of teaching provision and programme development, drawing on leading practices from the HE and other sectors, and building technology supported learning into the delivery to students as appropriate.
- f) To participate with other staff in the development of teaching, learning and assessment strategies.
- g) To contribute to student support in administrative and pastoral roles, including availability to advise students on resits and to provide post-results counselling.
- h) To act as a personal tutor to students within the terms of the School's tutorial policy.
- i) To represent both the award and the School in student recruitment activities, including participation in Clearing activities and at marketing/recruitment events.
- j) To attend and contribute to appropriate team meetings as required.
- k) To contribute to the enhancement and reputation of the subject both internally and externally

- l) To exercise a high standard of research and scholarship both personally and as a member of a team, working with colleagues to develop an inclusive, team-orientated approach to research activities.
- m) To enhance the School's ability to engage with industrial and external partner contacts through effective networking, and to build relationships for future activities.
- n) To pursue enterprise and research activities which enhance the external revenue of the School and to deliver various forms of consultancy and other services as determined by the relevant academic manager.
- o) To maintain and develop areas of expertise under the general guidance and oversight of the relevant academic manager.
- p) To undertake appropriate staff development activities as required.
- q) To undertake other such responsibilities as may reasonably be required by the relevant academic manager and/or Dean of the Business School.

The above represents the range of generic activities which could typically be expected of a Lecturer in the University which is neither prescriptive nor exhaustive. Each individual post will have a particular emphasis although these may of course change and develop according to the varying needs of the School and subject area and also the developing skills and experience of the individual.

5. Person Sought

Essential Criteria:

- § Graduate
- § Higher degree in Business/tourism/ events management/studying for one of these qualification
- § Willingness to undertake PhD if not already completed
- § Certificate in Education/ PGCE Post compulsory or Qualified Teacher status
- § Lecturing and assessment experience in HE
- § Possess or be willing to apply for membership of the Higher Education Academy or other professional body
- § Familiar with current developments in the marketing subject area and/or events management sector
- § Able to demonstrate potential for contributing to the university's research in business management, tourism and events management
- § Able to demonstrate proven capability in the design and management of business management, tourism and/or events management qualifications, ideally within the context of HE
- § Excellent research skills
- § Ability to co-ordinate the work of others
- § Excellent interpersonal skills
- § Highly motivated
- § Willing to participate in staff development activities
- § Ability to work independently and under own initiative
- § Team player
- § Possess tact and integrity
- § Excellent communication skills
- § Commitment to the University's mission and delivery of the University Plan
- § Willingness to engage in a structured induction programme as a start to Continuing Professional Development (CPD) at the University

6. Special Conditions

This is a permanent 1.0 fte post.

Within the framework of the University's workloading model, there will be a need for the postholder to work occasional week-ends and evenings.

There will be a need for flexible working practices by the postholder to support different forms of delivery such as distance-learning, work-based learning and accelerated learning. Part of this role may involve travelling to different delivery sites within the UK and may involve occasional overnight stays.

Overseas collaborations form an integral part of the School's portfolio. The postholder will be expected to engage with this portfolio which may include overseas travel.

External Activities

External activities which enhance the work of the post holder are encouraged within the overall provisions of the exclusivity of the service arrangements to which the post holder is subject. Additionally, the Institution encourages employees to take a cross University role e.g. through membership of Committees and Working Parties.

New Lecturer Development Policy

The University is keen to support staff in achieving high standards of pedagogy in order to facilitate effective student learning. All newly appointed full-time and fractional contracted members of academic staff who have less than three years teaching experience and do not have the equivalent qualification from another University, are required to undertake and complete the Post Graduate Certificate in Higher and Professional Education (PgCHPE)/Post Graduate Diploma in Professional Education in Healthcare (PgDPEH) or 5-day survival guide to Teaching in Higher Education as a condition of his/her employment with Staffordshire University, in accordance with the policy. If you are shortlisted this will be explained further by the chair of the interview panel. Positive engagement in CPD in order to attain a high standard of pedagogy will be one of the factors considered during probation, at annual appraisals and when promotions are being made. Active involvement in the Post Graduate Certificate in Higher and Professional Education would be one source of evidence.

Research and Scholarly Activity

The duties of lecturing posts include participation in appropriate research and scholarly activity indicated in the Research Policy of the University. The extent of involvement in research and scholarly activity may vary with the balance between teaching, administration and research appropriate to particular posts. This will be determined by your Dean of Faculty in consultation with you, and will be reviewed regularly through the staff appraisal system. While it is in the nature of research and scholarly activity that it will often take place throughout the year and be integrated into the overall pattern of activities, it is envisaged that the periods of the year outside normal teaching weeks and the holiday entitlement will primarily be devoted to research and scholarly activity.

The University operates a Job Share Scheme. Applications from anyone interested in working part-time on a job share basis will be considered.

Date Job Description Revised

May 2009

Variation to Job Description

Staffordshire University reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

Conditions of Service

The post is subject to such terms and conditions of employment as negotiated between the Board of Governors of the University and the recognised trade unions, and/or the employees of the University. In negotiating such terms and conditions the Board of Governors will consider any appropriate advice received from the Universities and Colleges Employers Association (UCEA).

Applying for this post

Should you now decide to submit an application for this position you are asked to kindly complete and return an application form. This is available either in electronic format (downloadable from our website) or as a hard copy.

Completed application forms and any accompanying information should be returned via e-mail to jobs@staffs.ac.uk or posted to Personnel Services, Staffordshire University, PO Box 662, College Road, Stoke-on-Trent, ST4 2XP.

If you wish to deliver the form by hand Personnel Services is located on the ground floor of the Cadman Building, College Road, Stoke-on-Trent. Office opening hours are 9.00am – 5.00pm Monday to Thursday, and 9.00am - 4.30pm on Friday.

PLEASE NOTE THAT THE CLOSING DATE FOR COMPLETED APPLICATIONS IS: 24 JULY 2009

Procedure following Receipt of Applications

Applicants are asked to provide us with an e-mail address where possible, as this is our preferred method of communication. All correspondence relating to this job application will be marked 'Private and Confidential'.

Where an e-mail address is provided, we will send applicants an acknowledgement of the application form as soon as possible following receipt; employees of Staffordshire University should note that this will be the internal e-mail address.

All applicants are asked to note that unless otherwise indicated, interviews will normally be held within one month of the closing date. Short listed candidates will be contacted to attend for interview as appropriate. Candidates who are not shortlisted for interview will be informed via e-mail. In the absence of an e-mail address, we regret that in the interest of economy we are unable to write to applicants. If you have not received an invitation for interview or any further communication within two months of the closing date specified, you are asked to assume your application is unsuccessful on this occasion.

The University wishes to thank all applicants for their interest in the Institution and the post advertised and for the time and trouble taken to complete the information for their application.

If you require a copy of the vacancy information in large print please contact us

Appointment to the University

The University is an independent Statutory Higher Education Corporation. As such the Board of Governors of the University is the employer, and is responsible for determining the employment policy, pay and conditions of service of all its employees.

The agreed terms and conditions for all staff are set out in the University's terms and conditions of service. In addition your attention is drawn to the following general points:

Medical Clearance

The appointment is subject to satisfactory medical screening, which normally consists of completion of a confidential questionnaire.

Eligibility to Live or Work in the UK

In line with the Asylum and Immigration Act 1996, documentation is required to confirm that employees are eligible to live or work in the UK. Any offer of employment is subject to this documentation being provided.

CRB Clearance

Where indicated in the job description an offer of employment will be subject to a satisfactory response to a check of criminal records.

Pension Contributions

All members of staff are eligible to contribute to the relevant occupational Pension Scheme which is either the Local Government Pension Scheme or Teachers Pension Scheme, both of which are final salary schemes. Staffordshire University as the employer also contributes to each scheme.

Sickness Pay

An employee absent from duty due to illness will be entitled to receive paid sickness leave, as set out in the University's terms and conditions of service.

Payment of Salary

Salary is payable monthly in arrears, normally on the last Wednesday of each month. Payment is made by direct credit to a recognised bank/building society/giro account. All new employees should ensure that the relevant details for credit transfer are completed on the standard form issued on appointment.

Annual Leave

Individuals are entitled to the following leave entitlements based on the grade of the post with effect from 1st August 2007 onwards: -

Grade	Number of Days Worked per Week*		
	4	5	6
One	24	29	35
Two	24	29	35
Three	24	29	35
Four	26	32	41
Five	26	32	41
Six	26	32	41
Seven	30	37	45
Eight	30	37	45
Nine	30	37	45
Ten	30	37	45
Eleven	30	37	45
Twelve	30	37	45
Thirteen	30	37	45
Fourteen	30	37	45

* This refers to those members of staff who work full time hours but on a standard 5 day working cycle or those operating a shift pattern over 4 or 6 working days. This does not refer to staff on fractional contracts.

In addition there are 11 Bank, Extra Statutory and Discretionary Holidays as follows:

Good Friday
Easter Monday
May Day
Spring Bank Holiday Monday
Late Summer Bank Holiday Monday
Christmas Day to New Year's Day (inclusive)

Trade Union Membership

The University believes that the interests of both the employer and employee are best served by individuals joining a recognised Trade Union. The Board of Governors of the University has recognised the following Trade Unions to operate within the university - UCU and UNISON.