



OPPORTUNITY

Lecturer in Digital Marketing

Reference: R230197B

Grade: 8 or 9

Salary: £39,347 to £54,395 per annum, depending on experience

Contract Type: Full Time

Basis: Continuing

Job description

Job Purpose:

To contribute to, develop and lead on areas of research, scholarship and teaching activities of the School either independently or as part of a team, through professional practice and expertise. In addition, to exploit external links with regional, UK and international bodies such as government agencies, schools, colleges, professional bodies, business and industry as appropriate to the subject discipline and School and/or University strategy. Senior Lecturers will be at least nationally recognised for their expertise.

The majority of academic staff will undertake a balance of research and teaching and learning activities. Whilst ability and effectiveness should be demonstrated in all areas, individuals may be more specifically focussed on research, teaching and learning or external engagement. This balance will be discussed and agreed with individuals annually in the PDR meeting in line with operational needs, School and University strategy and with consideration of the individual's career goals and development plans.

Main duties and responsibilities

Research

- ▶ To lead a personal research programme consistent with the School's research priorities.
- ▶ To have an established research profile, at least at national level, publishing the outcomes of research in good quality national and internationally rated journals.
- ▶ To have proven experience of securing external funding and leading research projects, people and resources, including acting as e.g. Principal Investigator, Project Leader.
- ▶ Where appropriate to School/University strategy and subject discipline, to build partnership links with external companies to enhance Aston's research and industry profile.
- ▶ To supervise and manage research projects, research staff and students.
- ▶ Where research is the focus, to mentor and coach peers and colleagues.
- ▶ To have a successful record of supervision of postgraduate students at Masters and Doctoral levels and to foster an environment which encourages research among students at postgraduate level.
- ▶ To collaborate in research initiatives with colleagues in and beyond the School as appropriate.
- ▶ Where research is the focus, to mentor junior colleagues in effective teaching practice.
- ▶ To conduct research capable of demonstrating impact e.g. research which has the potential to benefit the economy, society, culture, public policy or services, health, the environment or quality of life.

In addition, at Grade 9

- ▶ The candidate would be required to contribute to an active research profile in the Marketing and Strategy department.
- ▶ Publish in high impact strategy related journals and submission to recognised grant funding bodies.

Teaching and Learning

- ▶ To teach students at different levels as appropriate including foundation, undergraduate and postgraduate students, and to carry out the associated examining processes.
- ▶ To be responsible for the design and content of specific areas of teaching and learning within the School's teaching programmes.
- ▶ To provide academic support, pastoral care and advice, guidance and feedback to students in accordance with the School's requirements and procedures.
- ▶ Dependent on role focus and level of teaching experience, to mentor junior colleagues in effective teaching practice.
- ▶ To cooperate with colleagues across disciplines in the continuous review and development of programmes and the curriculum.
- ▶ To use and promote the use of a range of methods and techniques in teaching, learning and assessment including pursuing digital and modern methods of delivery.
- ▶ To engage in or lead on (depending on role focus) supporting and promoting quality assurance measures within the University e.g. by evaluation and development of modules for which the lecturer has responsibility, in terms of content, delivery and assessment as well as reviewing delivered modules, setting and receiving student feedback questionnaires.
- ▶ To innovate in teaching, demonstrate continuous professional development and critical reflective practice.

In addition, at Grade 9

- ▶ The candidate will also be expected to meaningfully contribute to the business school's strategic management teaching and learning at both UG and PG levels.

External Engagement

- ▶ To develop student placement schemes with companies and research institutions both in the UK and overseas.
- ▶ To develop plans to demonstrate research impact and secure commercialisation, identifying and pursuing opportunities for translational research where appropriate to role and discipline.
- ▶ To establish partnerships for commercialisation including patents, inventions and other exploitable intellectual property as applicable to the subject area and/or to lead to improved practice, policy development or professional development.

- ▶ To engage with translational research with a view to external collaboration and establishing partnerships with outputs such as commercialisation, improved practice and policy, receiving support from a mentor where appropriate.
- ▶ To develop Research and Development collaborations with industry partners to secure additional direct funding where appropriate to role and discipline.
- ▶ To contribute to businesses, the public sector and communities e.g. through innovation, knowledge transfer, cultural enrichment, advising government bodies, contributing to and influencing government (UK or overseas) policy-making and standards.
- ▶ To enhance the University's reputation with professional/scholarly bodies e.g. by promoting public understanding of the subject.

Citizenship

- ▶ To carry out specific roles and functions within the School as may be reasonably required e.g. Head of Department, Programme Director, Personal Tutor and Admissions Tutor.
- ▶ To participate in continuing professional development e.g. through seminars or conferences and by engaging in training programmes run by the University which are consistent with the needs and aspirations of the academic and the School.
- ▶ To contribute to and, if required, manage staff seminars, cross-departmental activities and events e.g. Open Days, Sixth Form Conferences, Degree Ceremonies etc.
- ▶ To take part in the meetings and activities of the subject group and, on occasion, act as Chair of one or more of the School committees, these responsibilities being equitably distributed across the academic staff.
- ▶ To demonstrate the University's leadership values through own actions and behaviour.
- ▶ To undertake such other duties as may be reasonably requested and that are commensurate with the nature and grade of the post.

Additional responsibilities

- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities to develop themselves and support the development of others.
- ▶ Ensure and promote the personal health, safety and wellbeing of staff and students.
- ▶ Carry out duties in a way which promotes fairness in all matters and which engenders trust.
- ▶ Promote equality of opportunity and support diversity and inclusion as well as working to support the University's environmental sustainability agenda and practices.

Person specification

	Essential	Method of assessment
Education and qualifications	<p>A good first degree in related subject.</p> <p>A doctorate in a relevant academic discipline.</p> <p>A recognised teaching qualification.</p> <p>Membership of Advance HE (formally known as the Higher Education Academy or HEA) at Fellow level, Senior Fellow if focus is teaching.</p>	Application form
Experience	<p>Experience of teaching and assessment on relevant undergraduate and postgraduate programmes and of professional examining.</p> <p>Experience of course management at module or programme level.</p> <p>Experience of initiating an independent line of research and in applying for and securing external research funding.</p> <p>A significant track record of publications in high quality international/peer reviewed journals.</p> <p>Experience of PhD supervision through to successful completion.</p>	Application form and interview
Aptitude and skills	<p>Ability to lead the development and implementation of research strategy and/or teaching.</p> <p>Ability to design and develop the curriculum.</p> <p>Highly developed communication and presentation skills.</p> <p>Ability to develop internal and external networks that will raise the profile of the subject/University.</p> <p>Ability to develop and maintain an ongoing research programme and to publish in international journals.</p> <p>Ability to harness IT as a research and teaching tool.</p>	Application form and interview

	Essential	Method of assessment
	<p>Ability to provide tutorial and counselling advice to undergraduate and postgraduate students.</p> <p>Ability to take on leadership role at Academic Department/School/University level.</p> <p>A willingness to undertake further training as appropriate and to adopt new procedures as and when required.</p>	

	Desirable	Method of assessment
Education and qualifications	<p>Membership of a relevant professional body.</p> <p>A Postgraduate Certificate in Professional Practice (PGCPP), or equivalent qualification.</p>	Application form

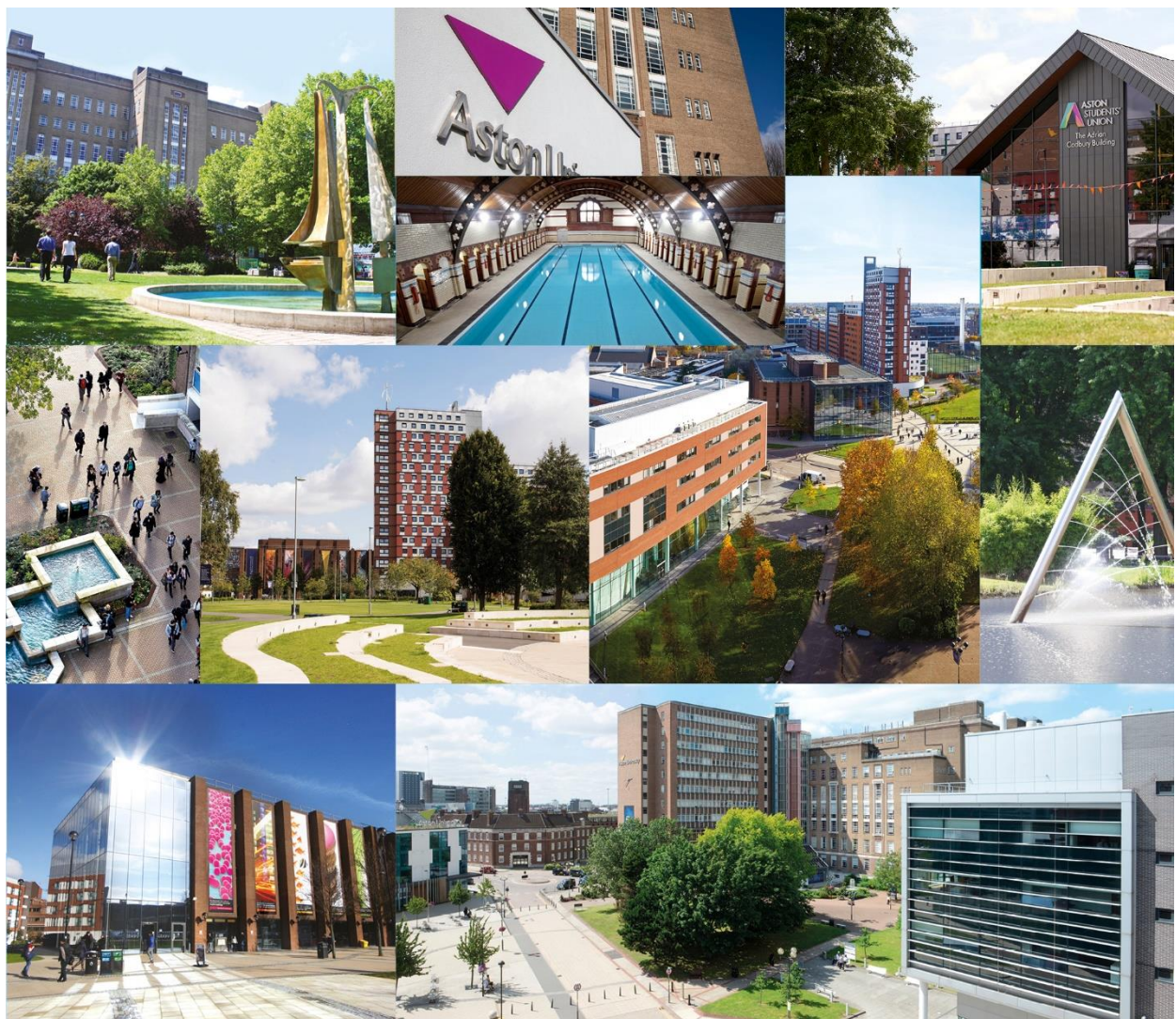
How to apply

You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>.

Applications should be submitted by 23:59 on the advertised closing date.
All applicants must complete an application form, along with your CV.

Any CV sent direct to the Recruitment Team and Recruiting Manager will not be accepted.

If you require a manual application form then please contact the Recruitment Team via jobs@aston.ac.uk.



Contact information

Enquiries about the vacancy:

Name: David Sarpong

Job Title Professor and Head of Department – Marketing and Strategy

Email: d.sarpong1@aston.ac.uk

Enquiries about the application process, shortlisting or interviews:

Recruitment Team via jobs@aston.ac.uk or 0121 204 4500.

Additional information

Visit our website <https://www2.aston.ac.uk/staff-public/hr> for full details of our salary scales and benefits Aston University staff enjoy

Salary scales: <https://www2.aston.ac.uk/staff-public/hr/payroll-and-pensions/salary-scales/index>

Benefits: <https://www2.aston.ac.uk/staff-public/hr/Benefits-and-Rewards/index>

Working in Birmingham: <https://www2.aston.ac.uk/birmingham>

Employment of Ex-Offenders: Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the positions they applying for is listed an exception under the act.

Eligibility to work in the UK:

Post-Brexit transition period / EU Settlement Scheme

The post-Brexit transition period ended on 31 December 2020. If you are an EU/EEA citizen and you were a resident in the UK before 31 December 2020, you and your family members (including non-EU citizens need to apply to the EU Settlement Scheme to continue to live, work and study in the UK beyond 30 June 2021. The deadline for applying to the EU settlement scheme is 30 June 2021. You can apply via the Government webpage

<https://www.gov.uk/settled-status-eu-citizens-families>

Irish Nationals do not need to apply for settlement as they retain the right to work in the UK.

New immigration system for EU/EEA and Swiss Nationals who were not resident in the UK before 31 December 2020

A new immigration system has been introduced for people arriving in the UK from EEA countries with effect from 1 January 2021. In addition to those who have always required a visa, EU citizens moving to the UK to work will need to get a visa in advance. You can find more information on the following website. Candidates should check their eligibility to enter or remain in the UK in advance of making any job application via the UKVI website <https://www.gov.uk/browse/visas-immigration/work-visas>. Before applying you should ensure that you meet the requirements, including meeting the English Language requirements. If you do not meet the eligibility criteria, any application for a work visa would be unsuccessful.

If you require a visa to work in the UK the most common types of visa are:

Skilled Worker Visa

<https://www.gov.uk/skilled-worker-visa>

Global Talent Visa

If you are a leader or potential leader in one of the following fields you may be eligible to apply for a Global Talent Visa:

- Academia or Research
- Arts and Culture
- Digital Technology

Please click the following link for further information and to check your eligibility for this visa.

<https://www.gov.uk/global-talent>

Equal Opportunities: Aston University promotes equality and diversity in all aspects of its work. We aim to ensure, through our admissions policies for students, and our staff recruitment and selection processes that we encourage applications from all groups represented in the wider community at a local, national and international level.

The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against student or potential students, staff or potential staff. This commitment applies to all functions of the University and to any stage of an individual's career.

An Equal Opportunities Monitoring Form is included within the application form. Data you provide on the Equal Opportunities Monitoring Form will be included in a general database, for statistical monitoring purposes, enabling the University to monitor the effectiveness of its Policy, Codes of Practice and Guidelines on Equal Opportunities in Employment. Individuals will not be identified by name.

Data Protection: Your personal data will be processed in compliance with the Data Protection Act 2018 and the General Data Protection Regulation ((EU) 2016/679) ("GDPR"). The University's Data Protection Policy and Privacy Notices, including the Job Applicant Privacy Notice can be found at <https://www2.aston.ac.uk/data-protection>. Your application will only be used to inform the selection process, unless you are successful, in which case it will form the basis of your personal record with the University which will be stored in manual and/or electronic files. Information in statistical form on present and former employees is given to appropriate outside bodies.

Full details of our terms and conditions of service and associated policies and procedures are available online at <https://www2.aston.ac.uk/staff-public/hr/policies>

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gets real.**