

## Job Description

<b>Post/Job Title:</b>	<b>Lecturer (Academic) in Marketing Communication</b>
<b>Ref:</b>	<b>279</b>
<b>Faculty:</b>	<b>Faculty of Media and Communication</b>
<b>Department:</b>	<b>Communication &amp; Journalism</b>
<b>Normal hours per week:</b>	<b>1FTE</b> <b>(Some flexibility will be required in order to ensure that key time scales and deadlines are met).</b>
<b>Grade:</b>	<b>7</b>
<b>Accountable to:</b>	<b>Head of Department – Dr Tanya le Roux</b>

### **Job Purpose**

- To fuse education, research and professional practice in a synergistic manner and contribute to Fusion at BU.
- To demonstrate emerging evidence of educational delivery and good practice as defined in the Academic Career Framework.
- To develop an emerging body of published work and/or artefacts relevant to own discipline both in terms of type and volume as defined in the Academic Career Framework.
- To make an emerging contribution to professional practice in own discipline at a local/regional level as defined in the Academic Career Framework.

NB. The balance of responsibilities may vary from time to time and will be reviewed as part of the appraisal and development process.

### **Main Responsibilities**

#### Fusion and Values

- To fuse education, research and professional practice in a synergistic manner and contribute to Fusion at BU.
- To demonstrate emerging evidence of a team based contribution to Fusion within the relevant academic department/team where opportunities allow.
- To contribute to Fusion in accordance with the objectives of the University's Strategic Plan.

#### Education

- To demonstrate emerging evidence of educational delivery and good practice as defined in the Academic Career Framework.
- To make an emerging contribution, both as an individual and as part of a programme / framework team, to an enhanced student experience through educational enhancement activity as defined in the Academic Career Framework.
- To make an emerging contribution to curriculum innovation and use educational technology actively and effectively as defined in the Academic Career Framework.
- To make an emerging contribution to education within own discipline through both internal and external academic citizenship activities as defined in the Academic Career Framework.

## Research

- To develop an emerging body of published work and/or artefacts relevant to own discipline both in terms of type and volume as defined in the Academic Career Framework.
- To develop an emerging track record, relevant to discipline norms, of external RKE bids as defined in the Academic Career Framework.
- To aspire to post-graduate supervision as defined in the Academic Career Framework.
- To start to contribute to research within own discipline through both internal and external academic citizenship activities as defined in the Academic Career Framework.

## Professional Practice

- To make an emerging contribution to professional practice in own discipline at a local/regional level through a programme of personal self-development as defined in the Academic Career Framework.
- To make an emerging contribution to professional practice in own discipline through engagement and thought leadership with business, industry and professional and governmental bodies at a local/regional level as defined in the Academic Career Framework.
- To disseminate research, academic learning or appropriate critical comment to external stakeholders at a local/regional level as defined in the Academic Career Framework.
- To make an emerging contribution to the organisation of professional practice activity within Bournemouth University as defined in the Academic Career Framework.

## Other in relation to main responsibilities above

- Carry out Faculty administrative duties as required (see Academic Career Framework for typical outputs).
- Maintain personal and professional development in line with agreed appraisal and development programme in order to enhance personal knowledge and contribution to relevant activities.

## **Safeguarding and Regulated Activity**

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an [offence to apply for](#) and perform the role, if a person is barred from engaging in regulated activity. Further information is available in BU's [Safeguarding Policy](#) and Suitability Statement on the Recruitment and Employment of Ex-offenders.

## **Additional Information**

NB:

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of and comply with the Universities Sustainability Policy, Carbon Management Plan and associated documents, and to ensure that whilst at work that they demonstrate the adoption of sustainable habits or practices and carry out their day-to-day activities in an environmentally responsible manner.

**October 2024**



## Person Specification

Post / Job Title: Lecturer (Academic) in Marketing Communication	Post No: 279
Faculty:	Date: July 2024
<b>SELECTION CRITERIA</b>	<b>Essential / Desirable</b>
Knowledge (including experience & qualifications)	
Good degree or equivalent experience in related discipline	E
Expertise in subject area – normally a Doctorate in a relevant area but experience and achievements in the area will also be considered.	E
Relevant teaching qualification (e.g. Higher Education Academy (HEA) Practitioner or equivalent) or demonstrable teaching experience with a commitment to achieving the required Professional Standards for Teaching.	E
Broad knowledge of subject area and contemporary issues.	E
Growing reputation for excellence in learning and teaching; familiar with and enthusiastic about the concept of student centred pedagogy.	E
Ability to use a range of learning and teaching approaches including use of ICT as appropriate.	E
Ability to use a variety of assessment techniques.	E
Ability to provide effective and sympathetic student guidance, supervision, support and assessment.	E
Familiar with current developments in research and scholarship with ability to identify appropriate research options, methods and theoretical perspectives.	E
Research active with some evidence of a body of published work and/or artefacts.	E
Appropriate level of knowledge and skills to enable personal contribution to professional practice activities.	E
<b>Skills</b>	
Ability to communicate effectively with students, colleagues and externally as required.	E
Effective team-working skills.	E
Strong organisational ability.	E
Good academic research skills.	E
Practiced IT skills.	E
<b>Attributes</b>	
Willingness to engage in the development of campus life.	E
Strong commitment to an environment of academic excellence and student experience.	E
Provide effective and sympathetic guidance, supervision, support and assessment of students.	E
Self motivated.	E
Evidence of good professional links with other organisations.	E
Proactive and innovative.	E
Evidence of planned personal development.	E