

Job Description

Job Title:	Senior Lecturer in Marketing
Job Ref:	BUS211A
Campus:	Hendon
Grade:	Grade 8
Salary:	£45,153 - £51,914 per annum, including Outer London Weighting
Period:	Permanent
Reporting To:	Head of Department

Role Summary

The role will be held by a developing academic who combines research with learning and teaching, and knowledge transfer and a broader contribution to their programme.

Job Purpose

To conduct research, learning and teaching, and knowledge transfer to the benefit of students, the School, the University and the wider community.

Main responsibilities

Learning and teaching

- Deliver high quality teaching to students at undergraduate and postgraduate level
- Design, develop and evaluate courses and programmes
- Identify best and innovative practices in learning and teaching and build them into personal teaching practice
- Ensure that personal research and knowledge of the field inform personal teaching practice
- Contribute actively to initiatives which identify new and best practice in teaching and learning and promote it across the faculty and institution
- Ensure that research insights and materials are built into the curriculum
- Take lead responsibility for a programme area, subject or course, as required
- Enhance student experience and outcomes

Research and knowledge transfer

- Jointly or independently, develop bids for and secure competitive funding for research and knowledge transfer projects
- Contribute to team activity and where appropriate lead on major research and knowledge transfer projects
- Maintain a research profile, including outputs, normally of high international standing

- Demonstrate commitment to making an impact on society, based on research and knowledge transfer
- Supervise Masters and Doctoral students.

Academic Leadership and Management

- Lead learning and teaching activities in a particular area as agreed, e.g. programme leadership
- Manage research and knowledge transfer activity – e.g. a self-contained project or a strand of a broader programme
- Contribute to cross-School activities, such as student recruitment, induction, assessment, national and international partnerships etc
- Advise and coach colleagues
- Manage allocated people and resources
- Undertake other activities, as required

Hours: The duties and responsibilities of a Lecturer are wide-ranging. You will be expected to work hours as are reasonably necessary in order to fulfill your duties and responsibilities.

Leave: 35 days per annum plus eight Bank Holidays and seven University days taken at Christmas (pro rata for part-time staff) which may need to be taken as time off in lieu.

Flexibility: Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

PERSON SPECIFICATION

Post Title: **Senior Lecturer in Marketing**

Essential Requirements

Knowledge, Skills and Experience

- Appropriate academic qualifications at postgraduate level (normally a doctorate or equivalent)
- Evidence of ability to attract research and knowledge transfer funding
- Track record of research outputs, normally of high international standing
- Track record of innovation in teaching and learning, reflected in design, delivery and promotion of good professional practice

- Proven ability to deliver high quality teaching
- Ability to engage students and staff, and to motivate them to perform at their best
- Proven record of success in undertaking, supervising and managing research activity, with at least some experience of Doctoral student supervision.

No Parking at Hendon campus: There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders. If you are applying for a post at our Hendon Campus please ensure you can commute without using a car.

Information on public transport to Hendon can be found here:

<https://www.mdx.ac.uk/get-in-touch/directions-london>

We offer an interest-free season ticket loan, interest-free motorbike loan, and bicycle and motorbike parking and changing facilities.

Flexible working applications (including part-time working) will be considered.

The postholder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations.

What Happens Next ?

If you wish to discuss the job in further detail please contact TC Melewar, Head of Department, T.C.Melewar@mdx.ac.uk. If selected for interview, you will hear directly from someone in the School/Service/Campus, usually within 3 weeks of the closing date.

Academic Professional Apprenticeships (APA) (updated January 2020)

Newly appointed academic professionals, including Associate Lecturers, engaged in higher education teaching and/or research have for some years been required to undertake the PG Cert HE programme unless they hold an equivalent qualification or relevant experience. This is because Middlesex University is committed to the professionalisation of teaching in higher education through recognition and the celebration of good practice in learning and teaching. The PG Cert HE carries academic credit, not only for articulating and demonstrating the scholarship of teaching and learning but, of equal importance, for evidence from practice which convincingly underpins espoused theory.

From September 2018, subject to eligibility criteria, Academics without a teaching qualification are now required to undertake the Academic Professional Apprenticeship or the PG Cert HE as appropriate. Key points *(please refer to the Academic Professional apprenticeship Guidelines for more detailed information)* <https://www.intra.mdx.ac.uk/key-information/academic-professional-apprenticeship>

- The Academic Professional Apprenticeship is expected to be completed over 18 to 24 months.
- Employees working less than 0.8 FTE will have the duration of the Apprenticeship extended.
- 20% of the contractual time is set aside for off the job Training (7 hours a week approximately).
- Applicants will be auto-registered on the Apprenticeship in October or January following their employment.
- Exemptions for prior learning can be considered, if some modules have been completed.
- The Apprenticeship is managed by the Education Department.
- Applicants have 2 years to successfully complete the programme.
- Staff completing the apprenticeship will be awarded: the Academic Professional Apprenticeship, the PG Cert Higher Education and Fellowship of the Higher Education Academy (FHEA).

Guidance Table

Considerations	Answer
Prior Qualifications Does applicant already have a teaching Qualification? PG Cert HE, FE etc or has 3 years teaching experience in HE .	If yes, no further action is required. If No , they will be required to do the APA
Is applicant a UK or EEA national or a non UK or EEA national who has been in the UK for at least 3 years ?	If yes, the applicant will be required to do the APA. If No, they will be required to undertake the PG Cert HE as they will not be eligible to do the APA
Level 2 English & Mathematics (GSCE) Has the applicant completed level 2 English & Mathematics or equivalent? (Evidence will need to be provided).	If yes the Applicant will be able to do the APA. If No, the Applicant will be required to undertake the PG Cert HE, as they are not eligible to do the APA.
Part Qualified Has the applicant already commenced a PG Cert HE, FE Programme in another institution and completed some of the modules?	The applicant will still be required to complete the APA and may be given credit for the modules already completed. The recognition of prior learning (RPL), may reduce the overall time to complete the Apprenticeship. However, all apprenticeships must be undertaken over a period of at least twelve months.
Start date When are applicants expected to start the programme?	If the applicant commences employment before September, they will commence the programme in September. Applicants who commence employment after September but before January, will commence in January.
Deferral Are applicants able to request a deferral?	Approval for deferral will be given by the Executive Dean or Head of School.

Postgraduate Certificate in Higher Education Programme

Staff who do not hold a teaching qualification in Higher Education may be required to undertake a PGCHE on appointment.

POST GRADUATE CERTIFICATE IN HIGHER EDUCATION

Set out below are the conditions which apply to newly appointed academic or related staff in relation to the PG Cert Higher Education programme:

- all staff with a contract of more than two years duration and not less than 0.5 FTE are expected to complete the programme unless exempted at the time of appointment;
- other fractional staff and part-time hourly-paid staff may enroll on the programme subject to the normal University conditions concerning payment of tuition fees;
- exemption shall be granted to suitably qualified and experienced staff: *i.e.* 3 years full-time or equivalent or PG Cert HE or equivalent;
- normally staff should be expected to complete the PG Cert HE programme successfully within 24 months of enrolling;
- normally there will be an upper limit of four years to complete the programme successfully. If problems are identified at 30 months every effort will be made to resolve them at a staff development level;
- failure to complete the programme within four years may result in delayed grade progression within the University from Lecturer to Senior Lecturer and is likely to be considered negatively when candidates in such a position apply for promotion;
- staff must be given adequate time to complete the programme within an agreed time framework (*i.e.* normally within 24 months);

- staff will normally be given a time allocation of 0.1 FTE in order to participate in the programme;
- staff who do not complete the programme successfully within 48 months of enrolment without good cause shall not receive a further increment until they do successfully complete the programme;
- where exceptional circumstances apply staff should have the right to appeal to the Deputy Vice-Chancellor against a decision to withhold increments pending successful completion of the programme within four years.

The following qualifications will be considered for exemption of new teaching staff from undertaking the PGCHE:

Either

- Qualified teacher status: e.g. Registered teaching qualification recognised by SEDA, Bed, PG Cert E or further education qualification;
- DFEE registered teaching number (school based number);
- Recognised ENB (NURSING) teaching qualification.

Or

- Three years full time teaching experience (subject to review following guidelines from ITLHE).

Not Accepted

General Adult Education cert. not accepted at present as it does not consider theories of learning, knowledge, needs, skills, and principles of learning.

NB Regardless of exemption, all new lecturers to the University MUST go through academic induction.