JOB DESCRIPTION

<table>
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<tr>
<th>Job Title:</th>
<th>Senior Lecturer or Reader in Marketing</th>
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<tr>
<td>Department / Unit:</td>
<td>School of Management</td>
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<tr>
<td>Grade:</td>
<td>RHUL 9</td>
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<td>Accountable to:</td>
<td>Head of School</td>
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Purpose of the Post

Senior Lecturers are expected to show academic leadership in both teaching and research, with a sustained contribution to their field and discipline at national and international level. They will support the management and strategic planning processes of the School and the College.

Readers are expected to show high academic standing, to make a broad and sustained contribution to their field and discipline nationally and internationally, and to demonstrate sustained and exceptional performance in research, beyond but including the achievements necessary to promotion to Senior Lecturer, and with clear professorial potential. They will demonstrate academic leadership in both teaching and research, and support the management and strategic planning processes of the School and the College.

The profiles for Senior Lecturer and Reader will be very similar. The overall profile detailed is that of Senior Lecturer and it is understood that a Reader will meet all of these aspects but, in addition, demonstrate a clear trajectory for research that goes beyond the elements described.

Key Tasks

1. To design and deliver high-quality teaching programmes. This may include distance learning programmes and delivery overseas.

2. To engage in high-quality research activity, leading research projects or research initiatives in the department, including high quality publications to be submitted to the Research Excellence Framework (REF), or equivalent. Role holders will be expected to secure research funding, third-stream income as appropriate, and contribute to the School's research strategy.

3. To support the management activities of the School and College, and undertake a key role in department or College working groups or committees, as required.

4. To play a role in external engagement and impact by contributing to the quality of life and/or the economy through application of subject expertise and knowledge in practice (i.e. commerce, public institutions, industry, thirds sector).
Duties and Responsibilities of the Post

1. Research and Scholarship

1.1. To be an externally recognised authority in the subject area with an international reputation.
1.2. Identify sources of funding and oversee the process of securing funds.
1.3. Develop proposals for major research projects which will make a significant impact, and lead to an increase in knowledge or understanding or the development of new explanations, insights, concepts or processes.
1.4. Conduct independent research and/or joint research and act as Principal Investigator and project leader to include the supervision of others and the management of the research budget, if appropriate.
1.5. Produce high quality research outputs, for publication in monographs or recognised high quality journals or other significant outlets, as performance/exhibition material as appropriate, and contribute to the department’s REF submission to a significant level.
1.6. Update knowledge and understanding in area of specialism and transfer this current knowledge into programmes and courses of study.
1.7. Present at conferences and/or exhibit work at other appropriate events.
1.8. Supervise research students in line with disciplinary norms.
1.9. Develop links with external contacts such as other educational bodies, businesses, the public sector, and professional bodies, to foster collaboration and generate income.
1.10. Engage in continuous professional development.
1.11. Contribute to peer assessment and act as referee as appropriate.

2. Teaching, Learning and Student Support

2.1. Lead the design, development and delivery of a range of innovative programmes of study at all levels, to include the regular review of programmes and courses to ensure excellence and coherence.
2.2. Design and deliver sound and where appropriate innovative approaches to the learning experience for students with the intention of challenging preconceptions, fostering debate. Develop the ability of students to engage in critical discourse, articulate self-expression and reasoned argument.
2.3. Deliver high quality teaching across a range of programmes/modules to all levels of student through lectures, tutorials, practicals and seminars. This may include distance learning theory and delivery, and overseas delivery.
2.4. Identify learning needs of students and define appropriate learning objectives.
2.5. Provide academic leadership to those working within programme areas, e.g. as a course leader, to include co-ordinating the work of others to ensure that courses are delivered effectively and/or organising the work of a team by agreeing objectives and work plans.
2.6. Enhance learning and teaching practice by promoting the use of appropriate media to support student learning.
2.7. Supervise the work of students, including field trips/placements where appropriate.
2.8. Undertake and complete administrative duties required in the professional delivery of teaching.

2.9. Set, mark, and assess work and examinations; select appropriate assessment instruments and criteria; and provide constructive and comprehensive feedback to students.

2.10. Undertake Personal Tutor duties, and/or provide first-line support for sensitive issues, referring on as appropriate to services providing further assistance.

2.11. Adopt an approachable and accessible attitude towards students, offering office hours, informal advice etc.

3. Leadership, Enhancement, External Engagement and Impact

3.1. Undertake a significant administrative role within the School

3.2. Attend and contribute to School and College meetings.

3.3. Lead and develop internal networks by chairing and/or playing a key role in School or College working groups or committees, as required.

3.4. Participate in external working groups, networks or collaborative projects.

3.5. Develop links with external contacts such as educational bodies, employers and professional bodies to foster collaboration.

3.6. Assist with undergraduate and postgraduate recruitment.

3.7. Act as external examiner for other institutions by agreement with the Head of School

3.8. Contribute to the overall management of the department in areas such as budget management and business planning, as required.

3.9. Contribute to School-level strategic planning, and contribute to College strategic planning processes if required

3.10. Advise and provide support to less experience colleagues, taking on the role of mentor as appropriate

3.11. Co-ordinate and engage in departmental activities such as attendance at open days or departmental UCAS days.

3.12. Undertake additional duties, as required by the Head of School, consistent with the status and grading of the post.

4. Undertake additional duties, as required by the Head of School, consistent with the status and grading of the post.

The above list of duties may be adjusted in the light of the expertise of the appointed candidate.

As the needs of the College change so the above job profile, duties and location of the role within the College will be adjusted accordingly.

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<th>Internal and external relationships</th>
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<td>The following list is not exhaustive but the post holder will be required to liaise with: Other members of staff within the School and College, academics in other institutions, and students.</td>
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