



PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

Job Title: Lecturer in Digital Innovation and Analytics

Department: School of Business and Management

	Essential	Desirable	Tested by (Application form, Interview, Test)
Qualifications and Training			
Educated to Masters level with a strong emphasis on Information & Communication Technology, or a top level professional qualification that demonstrates high level of expertise in this area.	X		Application Form
Practice and Scholarship Expertise			
Practical expertise in social media marketing such as web design (e.g. Wordpress), YouTube, Facebook marketing and analytics (e.g. Google Analytics)	X		Application form/Interview
Practical expertise in data analysis and visualisation using platforms such as Tableau and programming languages such as Python, Java & R.	X		Application form/Interview
Practical expertise in distributed storage and processing of Big Data using Hadoop and technologies such as Spark.	X		Application form/Interview
Practical expertise in using SQL to interact with databases and analyse data	X		Application form/Interview
Use of predictive analysis software (e.g. SPSS, Stata, Alteryx) for statistical analysis and modeling of data using machine learning techniques.		X	Application form
Scholarship expertise focused in an area of research that clearly contributes to and/or complements existing research strengths in the School of Management		X	Application form
Teaching Experience			
Experience of, and excellence in, high-quality teaching at undergraduate and/or postgraduate level in Information & Communication Technology		X	Application form/Interview
Excellent interpersonal skills, with the proven ability to teach and engage with students using a variety of different methods.		X	Application form/Interview
Experience of successfully coordinating teaching and learning activities		X	Application form/Interview
Specific skills, Experience and Knowledge			
Clearly demonstrated experience in the development of plans/projects and overseeing their successful implementation.	X		Application form/Interview
Successful development of relationships with external individuals and agencies	X		Application form/Interview
Experience of effective team working	X		Application form/Interview
Excellent communication and presentation skills, with the proven ability to communicate effectively, both verbally and in writing, with students, colleagues and external audiences	X		Application form/Interview
Willingness to participate as an active and good citizen in the School of Management's activities	X		Interview
Capacity for Career Development			
Commitment to continuous professional development	X		Interview