



PERSON SPECIFICATION

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

Job Title: Coursera Academic Lead: Senior Lecturer
(Teaching Focused) in Marketing

Department: School of Business and Management

	Essential	Desirable	Tested by (Application form, Interview, Test)
Qualifications and Training			
Educated to PhD	X		Application Form
HE Academy or qualification in teaching, or other evidence of training for teaching at HE level.		X	Application Form
Specific Skills, Experience and Knowledge			
Experience of high-quality teaching in Marketing undergraduate and postgraduate levels.	X		Application Form/Interview
Experience of leading and developing online programmes to ensure student learning and teaching needs and expectations are met.	X		Application Form
Personal and Interpersonal Qualities			
Organisational skills to deliver and manage administrative responsibilities to implement College and School strategies, support the academic mission, and to develop projects.	X		Application Form/Presentation/ Interview
Capacity for Career Development			
A commitment to continuous personal development.	X		Interview
Scholarship			
Will have published books and articles in matters of business pedagogy and will have engaged in subjects across the business school, such as accountancy and strategy, in addition to marketing.	X		Application Form/Interview