

**JOB DESCRIPTION**

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**Job title:** Online Tutor**Grade:** Grade 5**Responsible to:** Module Leader and Course Leader**Date:** May 2025

**Job purpose:** The online tutor is vital to the daily success and vibrancy of the MA Marketing & Digital Communications programme with Falmouth Online. Online tutors are a constant presence in the modules and a first academic point of contact for students supporting the learning activities as a member of the academic team. The programme is primarily asynchronous with a requirement to deliver weekly webinars for the module Global Media Planning. Online tutors log in and tend to the activities in the modules at multiple points during the day and study week (including weekends). Tutors are typically responsible for up to 30 students.

**Main duties and responsibilities**

The main duties and responsibilities of this role have been grouped in the following areas:

1. Learning and Teaching
2. Pastoral Care
3. Quality Assurance

**Learning and Teaching**

- a) To plan, host and participate in weekly synchronous (live) online conference sessions where tutors summarise a topic's key points and give students formative feedback on their learning or work.
- b) To challenge thinking, foster debate and develop the ability of students to engage in critical discourse and rational thinking through the moderation of online discussion forums.
- c) To facilitate online learning activities, provide advice and help with learning problems.
- d) To help prepare students for assessment, mark and assess work against agreed assessment criteria and learning outcomes, and provide feedback to students.
- e) To participate in University wide staff development initiatives related to learning and teaching.

- f) To develop the social learning elements of an online module.
- g) To meet regularly with module leaders to provide an overview of student progress, student learning needs and feedback on the course.

#### **Pastoral Care**

- a) To use listening, interpersonal and pastoral care skills to deal with sensitive issues concerning students and provide support.
- b) To refer students as appropriate to services providing further support.

#### **Quality Assurance**

- a) To adhere to the University's academic calendar and be available to work in alignment with the key assessment dates.
- b) To ensure adherence to, and effective operation of quality assurance and enhancement policies and procedures.
- c) To ensure delivery within Falmouth's academic framework.

#### **General duties and responsibilities**

1. To perform to high professional standards.
2. To manage independently any errors or concerns at the earliest opportunity, or notify a senior member of staff as appropriate.
3. To use initiative in order to determine priorities, work with autonomy, and work effectively with senior colleagues.
4. To be responsible for your own continuing self-development.
5. To undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the University's business without altering the nature or level of responsibility involved.
6. To work within and actively support the equality and diversity policies and practices of Falmouth University.
7. To participate in the University's Annual Performance Development Review Process.

#### **Health and safety at Falmouth University**

The University takes health and safety matters very seriously. All staff have a responsibility to take reasonable care for the health and safety of themselves and others who may be affected by their actions and omissions. They also have a duty to comply with the University arrangements for health and safety. Staff with responsibility for others must ensure the proper enactment of University policy within their areas in line with levels of responsibility set out in the University's Health and Safety Policy.

#### **Health & safety requirements**

- In relation to health and safety you must comply with all relevant legal requirements. You are specifically responsible for ensuring that:

- You comply with safe systems of work in operation within your work area.
- You work co-operatively with other staff who have responsibility for health and safety requirements.
- You report any health and safety concerns to your manager or other responsible member of staff as soon as these are identified.
- You attend training as appropriate to your role (see the relevant health and safety training grid for requirements).
- You may be required to undertake duties as a first aider (for which a separate allowance is paid).

## PERSON SPECIFICATION

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**Job title:** Online Tutor

Attributes	Essential requirements	Desirable requirements
<b>Education and qualifications</b>	Educated to degree level, or equivalent industry experience.	Masters level qualification.  Fellow / Senior Fellow of AdvanceHE
<b>Experience and knowledge</b>	<p>Evidence of experience within the subject area of digital marketing and media planning.</p> <p>Evidence of contemporary professional practice.</p> <p>An understanding of the principles and practicalities of online learning.</p> <p>Connections with industry and professional practice</p> <p>An understanding of discussion moderation and facilitating learning activities.</p> <p>Commitment to continued professional development.</p>	<p>Experience of teaching within an HE environment at <b>PG</b> level</p> <p>Experience of facilitating learning in online, blended or face-to-face learning environments.</p> <p>Experience of working with and teaching in a virtual learning environment.</p>
<b>Skills and personal requirements</b>	<p>Excellent digital literacy.</p> <p>Excellent interpersonal and presentation skills.</p> <p>Excellent presentation skills.</p> <p>Able to communicate effectively and confidently, verbally and in writing.</p> <p>Able to work under pressure and maintain attention to detail.</p> <p>Able to work unsupervised and on own initiative as well as to work proactively as part of the team.</p>	

	<p>Able to prioritise workload in order to meet deadlines.</p> <p>Commitment to staying engaged with the industry and identifying relevant trends.</p>	
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