

JOB DESCRIPTION

SCHOOL OF COMMUNICATION

Job title:	Lecturer
Grade:	6
Responsible to:	Head of Subject or Course Leader
Date:	June 2013
Job purpose:	To contribute to the successful delivery of curricula within the subject area. To engage in scholarship, research and/or innovation activity.

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. Research, Scholarship and Innovation.
4. Curriculum Development.
5. Quality Assurance.

1. Learning and teaching

- a) To teach as a member of the lecturing team, within a variety of settings, in a developing capacity within an established programme of study, with the assistance of a mentor if required.
- b) To transfer knowledge in the form of practical skills, methods and techniques.
- c) To identify the learning needs of students and define appropriate learning objectives and delivery methods.
- d) To challenge thinking, foster debate and develop the ability of students to engage in critical discourse and rational thinking.

- e) To supervise the work of students, provide advice on study skills and help them with learning problems.
- f) To select appropriate assessment instruments and criteria, assess the work and progress of students by reference to the criteria and provide constructive feedback to students.
- g) Ensure that content, methods of delivery and learning materials meet the defined learning objectives and that they are regularly reviewed for opportunities for improvement.
- h) To set, mark and assess work and provide feedback to students.
- i) To supervise student projects, students on field trips and, where appropriate, on placements.
- j) To contribute to the recruitment and selection of students, UK, EU and International, and to plan for the recruitment of students, including attendance at open days and other recruitment and marketing events.
- k) To participate in University wide staff development initiatives related to learning and teaching.

2. Pastoral care

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

3. Research, scholarship and innovation

- a) To engage in research, scholarly activity and/or innovation, subject to the approval of the Head of Subject and with the assistance of a mentor if required.
- b) To reflect on practice and the development of own teaching and learning skills.
- c) To continually update knowledge and understanding in field or specialism.
- d) To translate knowledge of advances in the subject area into the curricular material.

4. Curriculum development

- a) To keep abreast of developments within the academic discipline and/or professional practice of the Subject area, and to share this knowledge to shape curriculum content, design and delivery.
- b) To develop own teaching materials, methods and approaches with guidance.

- c) To collaborate with colleagues on the implementation of assessment procedures and review student progress and retention.
- d) To tackle issues affecting the quality of delivery within scope of own level of responsibility, referring more serious matters to others, as appropriate.
- e) To assist in the design and delivery of the curriculum.

5. Quality assurance

- a) To make contributions of appropriate quality to programmes being prepared for review and/or validation.
- b) To ensure adherence to, and effective operation of quality assurance and enhancement policies and procedures.

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 in accordance with the University's policies relating to equality and dignity and freedom of speech and academic freedom.
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

Job title: Lecturer

Attributes	Essential requirements	Desirable requirements
Education and qualifications	A Master's degree in the subject area. PGCHE or equivalent and/or fellowship of the Higher Education Academy (HEA). If not already held, the role holder will be expected to successfully enrol and achieve this requirement within the first 12 months of this appointment.	An earned doctorate.
Experience and knowledge	A comprehensive and up-to-date knowledge of marketing communications including but not limited to: digital marketing, brand management, innovation, creative problem solving, planning, market research, research methodologies and strategy. Good connections with industry and professional practice. A demonstrable commitment to scholarship, research and/or innovation. Experience of teaching within an HE environment.	Understanding of quality issues and requirements in HE.
Skills and personal requirements	Excellent interpersonal skills. The ability to communicate with enthusiasm. Excellent presentation skills. Dedication to the development of the subject.	

	Ability to network both within and outside the University with appropriate academic and non-academic partners. A progressive and dynamic approach to teaching in HE. Well-developed administrative abilities. Constructive approach to team working. Ambitious to achieve national and international excellence. Desire to maintain required professional standing through professional practice and continuing professional development.	
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