

JOB DESCRIPTION

SCHOOL OF COMMUNICATION

Job title: 0.7FTE Course Leader for MA Marketing and Digital Communications (online)

Grade: This post has been evaluated as follows:

Grade 7A will apply for courses with enrolled student numbers below the threshold detailed in table below. Eligibility for progression to Grade 7B for those postholders will be reviewed annually, with entry to Grade 7B considered for courses with enrolled student numbers which meet or exceed the threshold detailed in the table below.

Type of provision	Threshold
Undergraduate on-campus	60 total (20 students per year)
Undergraduate online	60 total
Postgraduate taught on-campus	20 total
Postgraduate taught online	100 total (across all 3 intakes)

Responsible to: Head of Subject

Responsible for: Module Leaders and Tutors

Date: January 2021

Job purpose: The role holder is responsible to the Head of Subject for the successful operation of their course in relation to key institutional measures.

Main duties and responsibilities

The main duties and responsibilities have been grouped under the following headings:

1. Course Leadership and Management
2. Curriculum Development
3. Learning and Teaching
4. Student Experience
5. Quality Assurance
6. Research and Innovation
7. General Duties

1. Course Leadership and Management

- 1.1 To ensure that the course delivers on its agreed targets – particularly in relation to student recruitment, retention, achievement and progression, satisfaction and graduate outcomes.

- 1.2 To act as the face of the course, both internally and externally.
- 1.3 To support the Head of Subject (or, where there is no Head of Subject, the Director) in raising the regional, national and international profile of the subject area by developing strategic links with industry, businesses, other HEI's, schools and colleges, related organisations and external bodies.
- 1.4 To be the point of contact for the Growth Team, in the promotion and profiling of the course through a range of recruitment activities (such as Open Days, Campus Visit Days, interview days, cultivation events, outreach events, digital campaigns and social media).
- 1.5 To lead on the course's recruitment effort from the academic perspective.
- 1.6 To manage any operating budget devolved by the Head of Subject effectively and efficiently, in line with planned targets and University regulations (including responsibility for the raising of Module Leader contracts).
- 1.7 To support the Head of Subject with efficiently planning and executing the timetable for the course within the context of the subject area, to ensure effective deployment of staff and to facilitate a positive student experience.
- 1.8 To line manage Senior Lecturers, Lecturers and Module Leaders teaching on the course (where the course is their principle area of employment at Falmouth) through effective recruitment, induction, management and development.
- 1.9 To set objectives and manage performance against these through the performance review process, ensuring that contributions to the course are equitable, well-balanced and effective.
- 1.10 To provide leadership and management to the course team, ensuring clear objective setting and feedback is provided in order to develop a high performing and engaged team and supports the principles of the University's People Strategy.
- 1.11 To ensure that any poor performance, absence, disciplinary and grievance issues within the course are effectively managed to timely resolution and within the University's guidelines.
- 1.12 To nominate and liaise with the course's external examiners, collaborative partners, employers, professional bodies, industrial and commercial organisations, key contacts at supplying schools and colleges at home and overseas.
- 1.13 To liaise with technical and administrative staff to support the effective delivery of the course.

2. Curriculum Development

- 2.1 To lead on course development maintaining an attractive, distinctive, successful and sustainable proposition that underpins a strong recruitment profile.
- 2.2 To lead on the development and production of compelling course content, in direct support of the principles of the University's Portfolio Strategy.
- 2.3 To promote and support innovative and high quality learning and teaching within the course (including the role holder's own contribution).
- 2.4 To collaborate with course colleagues on the implementation of assessment procedures and to optimise student progression and retention.

3. Learning and Teaching

- 3.1 To ensure that students are provided with a relevant and stimulating range of learning opportunities and experiences within the course.
- 3.2 To undertake such teaching duties as are required by, and agreed with, the Head of Subject.
- 3.3 To keep up-to-date with international developments and/or professional practice within the course area , and to share this knowledge to shape curricular content, design and delivery.
- 3.4 To set, mark and assess work and provide feedback to students.
- 3.5 To supervise student projects, field trips and placements.
- 3.6 To ensure that student progress is regularly monitored and that the results of monitoring are reported in a timely fashion.

4. Student Experience

- 4.1 To ensure the course delivers an agreed standard of student engagement including appropriate contact time, assessment, feedback, attainment and pastoral care.
- 4.2 To ensure that regular meetings with students on the course create an effective platform for feedback and exchange of information.
- 4.3 To manage student induction and enrolment, feedback and evaluation; ensuring that module evaluation is completed by all students on the course and that satisfaction levels meet target.
- 4.4 To maintain a clear overview of the academic standing of students on the course, taking appropriate action as necessary.
- 4.5 To monitor pastoral care, ensuring that the personal tutor and attendance monitoring systems are working effectively in the course.
- 4.6 To support the Head of Subject in optimising the student experience in the Subject area from induction through to graduation.

5. Quality Assurance

- 5.1 To implement effectively and ensure adherence to the University quality expectations and regulatory requirements for quality assurance, enhancement and continuous improvement, including but not limited to:
 - i) Course development, approval and periodic review.
 - ii) Ensure course module content, delivery and assessment complies with relevant course and module descriptors including the Learning Space.
 - iii) Course and Module Continuous Improvement (CCI and MCI).
 - iv) External Examiners course co-ordination and participation.
- 5.2 To ensure that all module marks are provided to Student Administration as required, represent the course at assessment board meetings and ensure that the process of referral/deferral is effectively managed.

- 5.3 To implement effectively and ensure adherence of University policies, guidelines and processes relating to student support, including but not limited to:
- i) Personal Tutoring
 - ii) Learning Agreements
 - iii) Health, Wellbeing & Fitness to Study
 - iv) Attendance Monitoring
 - v) Assessment & Feedback
 - vi) Extenuating Circumstances, Appeals and Complaints
- 5.4 To lead on the assessment and evaluation of the quality of curriculum design and the teaching and learning performance provided by course staff.
- 5.5 To tackle issues affecting the quality of delivery within scope of own level of responsibility, referring more serious matters to others, as appropriate.

6 Research and Innovation

- 6.1 To support the Head of Subject in the promotion of a research culture across the subject area, supporting the principles of the University's Research and Innovation Strategy.
- 6.2 In agreement with the Head of Subject, and as part of the annual performance review process, staff aligned to either Strand A or Strand B of IRIP activity will be required to fulfil the requirement as set out in the addendum to this job description:
- a) To engage with other researchers internally, nationally and internationally, and to contribute to the research objectives of both the department and, where possible, the University's thematic research centres.
 - b) To apply for external research funding and to produce high quality outputs for the Research Excellence Framework.
 - c) To engage in subject and professional research and pedagogy development as required to support teaching activities.
 - d) To extend, transform and apply knowledge acquired from scholarship to teaching, research and appropriate external activities.
 - e) To be an active and recognised contributor to subject associations, learned societies and relevant professional bodies.

7 General duties and responsibilities

- 7.1 To perform to high professional standards.
- 7.2 To manage independently any errors or concerns at the earliest opportunity, or notify a senior member of staff as appropriate.
- 7.3 To use initiative in order to determine priorities, work with autonomy, and work effectively with senior colleagues.
- 7.4 To be responsible for your own continuing self-development.

- 7.5 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.
- 7.6 To work within and actively support the equality and diversity policies and practices of Falmouth University.
- 7.7 To participate in the University's Annual Performance Development Review Process.
- 7.8 To comply with the Health and Safety responsibilities detailed in appendix A.

PERSON SPECIFICATION

Job title: Course Leader

Attributes	Essential requirements	Desirable requirements
Education/Qualifications	<p>A master's degree in a relevant subject area such as marketing communications.</p> <p>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.</p>	An earned doctorate.
Experience/Knowledge	<p>Relevant subject expertise in advertising and/or marketing communications.</p> <p>Experience of teaching within an HE environment sufficient to have gained a thorough knowledge and understanding of the requirements on those teaching at this level.</p> <p>Up-to-date understanding of quality issues and requirements in HE.</p> <p>An ongoing and demonstrable commitment to research, professional practice and/or Knowledge Transfer.</p> <p>Experience of enthusing and leading others and of managing change effectively.</p> <p>Experience of curriculum development.</p> <p>Demonstrable experience of managing and leading others, creating effective working teams that have clear objectives, feedback and are high performing and engaged.</p>	<p>Track record in either funded research or enterprise (e.g. Knowledge Transfer Partnership (KTP)).</p> <p>A published record of research and/or practice and a previous submission to the REF.</p> <p>Successful generation of external research income.</p> <p>Experience of working at an appropriate level within industry to develop industrial knowledge and network.</p>

<p>Skills/Personal Requirements</p>	<p>An understanding of the University's corporate agenda and the ability to communicate and promote it to others.</p> <p>Excellent interpersonal skills.</p> <p>The ability to communicate effectively and with enthusiasm at all levels.</p> <p>Excellent presentation skills.</p> <p>Strong oral and written communication skills with the ability to enthuse and persuade.</p> <p>Ability to network both within and outside the university with appropriate academic and non-academic partners.</p> <p>Dedication to the development of the subject.</p> <p>A progressive and dynamic approach to teaching in HE.</p> <p>A constructive approach to team working.</p> <p>Well-developed administrative abilities.</p> <p>Ambition to achieve national and International excellence.</p> <p>A commitment to the principles of integrity, fairness, diversity and equality of opportunity.</p> <p>Desire to actively seek and embrace innovation.</p>	<p>Innovative and ambitious for the course, and the wider university, with the ability to foster the same amongst colleagues.</p> <p>Diplomatic and politically astute in communications and interpersonal skills with the ability to adapt these to a wide range of formal and informal settings.</p>
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APPENDIX A: HEALTH AND SAFETY RESPONSIBILITIES

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).

If you have a role in managing or supervising other staff or associates, you are responsible on direction and on behalf of the relevant member of Vice Chancellor's Executive Group (VCEG) for supporting the discharge of their duty as a member of the senior management team:

- To monitor effective safety implementation.
- To identify health and safety needs and requirements.
- For the care of all those affected by your acts or omissions, so far as is reasonably practicable.

You have a responsibility to ensure a safe and healthy environment in line with legislation for staff, students and other users of the areas of the University under your span of control, by ensuring that:

- Falmouth's safety policies and requirements are implemented and that resources are available to the staff under your control to ensure statutory compliance.
- Risk assessments are carried out for relevant activities (e.g. fieldwork, performances, exhibitions etc) undertaken by staff and students within your area, and that any resulting actions are taken and that safe working practices are followed.

- Correct and timely communication of safety issues, both to your superiors and the staff that work for you as relevant to your areas of responsibility.
- You work within a framework of effective governance, ensuring compliance with relevant regulations/legislation/policies and procedures.