



Job Description

POST TITLE: Course Leader - BA (Hons) Digital Marketing

REPORTING TO: HE Director

MAIN PURPOSE OF THE POST

To lead, manage and develop the BA (Hons) Digital Marketing. To be responsible for assuring the academic standards and enhancement of the learning opportunities within the course, and to be responsible for the student experience.

MAIN DUTIES:

1. To be responsible for the development, organisation and management of the course. This includes; meeting course objectives, writing and overseeing the development of modules and ensuring timetabling supports a high-quality learning experience.
2. To effectively line manage course staff using University policies and processes where appropriate, this includes timetabling to maximise utilisation of the staffing available; allocating relevant non-teaching duties; carrying out annual performance reviews to support the development of staff and managing the performance of staff.
3. To teach an annually agreed timetable as specified in the current Management Guidelines and the Framework for Lecturing Posts;
4. To lead and monitor the quality of teaching on the course ensuring that they provide a high-quality learning experience to all students using a variety of methods, ensuring that all project briefs and curriculum plans are comprehensive and prepared in accordance with the University specification and quality standards.
5. To evaluate the student experience using a range of feedback methods including module reviews, student surveys, student meetings and external examiner reports, responding through University processes and being responsible for ensuring a high satisfaction rate.
6. To allocate Module Leader responsibility to staff teaching on the course and act as Module Leader. This includes responsibility for academic quality management and the arrangements for assessment, communicating information to students, liaison with the managers of any linked resources, module evaluation and review. It also involves responding to student feedback and external examiner input and in accordance with University Ethics and Health and Safety processes, ensuring student projects are achievable and safe (including risk assessment).
7. Building links with organisations that can support students' progression opportunities in the creative and cultural sector and broader related industries and facilitating work experience and visits appropriate to the curriculum.

8. Ensuring that University procedures around students, student support and course management are followed. This may include:
 - Liaising with feeder courses including internal courses and attending open days and events as required; as well as participating in recruitment.
 - To have oversight of the arrangements to monitor the students' welfare throughout the course making referrals where necessary; and acting as a personal tutor
 - To have oversight of student conduct, intervening in a timely manner where required and taking a lead in disciplinary matters according to University policy.
 - Considering, investigating and responding to student complaints according to University policy.
9. Ensuring student induction processes are followed according to University procedures and guidelines, and ensuring that academic regulations are explained and understood by all students and staff on the course.
10. Where appropriate to undertake research where the activity has been approved in accordance with University procedures.
11. To participate within the University's Quality Assurance processes and procedures. Such activities include:
 - Ensuring the end of module student evaluation process is completed.
 - Monitoring performance against quality standards and acting on any variations in consultation with the course teams;
 - Chairing Course meetings and ensuring any actions are followed through;
 - Carrying out Module Reviews and implementing the procedures for course evaluation and review
 - Following and contributing to the processes for Assessment Review
 - Preparing and submitting the Annual Course Evaluations to reflect and build on good practice and make improvements where needed;
 - Actively promoting and participating in the Peer Review process;
13. Participating in the deliberative and management structure where necessary.
14. To manage course budgets following the Financial Regulations and Procedures.
15. Ensuring that staff and students adhere to the University's Health and Safety policies and procedures including undertaking risk assessments as required; as well as any statutory requirements.
16. To work with the Sustainability Manager and relevant stakeholders to establish baselines, goals, initiatives, and metrics for sustainability projects and programs; to promote both internally and externally the Sustainability Framework and commitments; and to actively collaborate to contribute to or lead change management towards sustainability goals within the context of this role.
17. To implement integrated sustainability practices across the planning and implementation of tasks within the role that demonstrate social and environmental responsibility within the context of the Sustainability Framework, and help establish the University as a sustainability leader.

Other

18. Complying with all relevant University policies and procedures, and in particular to actively support and promote the University's equality, diversity and inclusion policies and their implementation.
19. In the context of University and personal development to carry out any other duties that are commensurate with the post as directed by the line manager
20. Actively promoting the University's international agenda through an inclusive curriculum and supporting international students.
21. To act as a fire warden

Person Specification

Criteria	Essential or Desirable	Method of assessment
Qualifications		
An undergraduate and postgraduate degree in a relevant area	Essential	Certificate / Application form
A Doctorate or studying towards one	Desirable	Certificate / Application form
Skills/Knowledge		
Extensive knowledge and expertise as a contemporary practitioner in digital marketing.	Essential	Application form / Interview
Knowledge and experience in brand strategy, content creation, and data-driven campaigns.	Essential	Application Form/Interview
Good verbal and written communication skills	Essential	Application form / Interview
Excellent pastoral or coaching skills	Essential	Application form/Interview
Proven administrative and organisational skills	Essential	Application form / Interview
Demonstrable skills in using software for organisational and management purposes. MS 365 (inc. Excel for the management and analysis of data)	Essential	Application form / Interview
Experience		
Teaching experience at HE level, including curriculum planning, tracking student progress, and assessment	Essential	Application form / Interview
Experience of managing people	Essential	Application form / Interview
Evidence of recent and relevant practice-based research / enterprise activity	Desirable	Application form / Interview
Personal Qualities		
Understanding of equality and diversity in relation to academic content and issues relating to student need	Essential	Application form / Interview

This job description serves as a guide to the duties of the role and may be reviewed on an ongoing basis. The successful candidate will need to be prepared to undertake a teaching qualification within an agreed period.