

JOB TITLE	Lecturer A/B in Marketing	
SCHOOL & DEPARTMENT	School of Business, Economics and Informatics Department of Management	
REPORTS TO	Assistant Dean (Head of Department)	
SUPERVISES	To supervise research students as appropriate	
POST REFERENCE	11570	
GRADE	Academic, Grade 7 or 8	DATE May 2015

About us

Birkbeck is unique. Part of the University of London, our mission is to make the very best higher education accessible to all. We are a world-class research and teaching institution and we specialise in evening higher education for non-traditional students. In 2012 we were ranked among the top 1 per cent of research-intensive universities in the world and our students voted us number one in London for the quality of our teaching. We educate a community of learners as diverse as the capital city population. Over 18,000 students study with us annually on a wide range of programmes to suit every entry level, gaining University of London qualifications.

As London's evening university, we offer the unique opportunity to fit university study around busy lives – and Birkbeck is geared to supporting the needs of students who are juggling work or other commitments with evening study. Students frequently tell us that 'Birkbeck changed my life'. Evenings are when Birkbeck comes alive, when students arrive from across London and beyond to study with us.

Birkbeck was founded in 1823 by Dr George Birkbeck, who started a revolution in London's education system by establishing a college specifically for working people. At a critical time of change for universities and students in England, Birkbeck's plans breathe new life into its traditional mission and enable the College to continue to balance the highest quality university education with a powerful ongoing commitment to accessibility and social mobility.

We have recently taken Birkbeck's unique evening teaching model to Stratford, in east London where students from hard to reach communities who may not otherwise consider higher education, now have the opportunity to access the highest quality university education on their doorstep. In autumn 2013, a new Birkbeck campus run jointly with the University of East London opened in Stratford.

Purpose of the job

Lecturer A

To deliver a programme of research-informed teaching to Birkbeck students, in order to enable them to complete their studies successfully and to contribute to research to extend knowledge of the appropriate subject area.

Lecturer B

To design and deliver a programme of research-informed teaching to Birkbeck students, in order to enable them to complete their studies successfully, and to develop and carry out research projects to extend knowledge of the appropriate subject area.

Main Duties of the Jobholder

Research

- To develop research objectives and proposals for individual or joint research, with the assistance of a mentor if required.
- To conduct individual and collaborative research projects.
- To write up research work for publication.
- To seek practical application of research findings.
- To make presentations at conferences and/or exhibit work in other appropriate events.
- To identify sources of funding and contribute to the process of securing funds.
- To update knowledge and understanding in field or specialism.
- To translate knowledge of advances in the subject area into the course of study.

Teaching and learning

- To teach as a member of a teaching team in a developing capacity within an established programme of study, with the assistance of a mentor if required.
- To teach in a developing capacity in a variety of settings from small group tutorials to large lectures.
- To transfer knowledge including practical skills, methods and techniques.
- To use a range of delivery techniques to inspire and engage students.
- To identify learning needs of students and define appropriate learning objectives.
- To ensure that content, methods of delivery and learning materials will meet the defined learning objectives.
- To develop own teaching materials, methods and approaches with guidance
- To develop the skills of applying appropriate approaches to teaching.
- To challenge thinking, foster debate and develop the ability of students to engage in critical discourse and rational thinking.
- To supervise the work of students, including field trips where appropriate, provide advice on study skills, and help them with learning problems.
- To recognise areas where current provision may be in need of revision or improvement.
- To set, mark, and assess work and examinations and provide constructive feedback to students.
- To seek ways of improving performance by reflecting on teaching design and delivery, and obtaining and analysing feedback from students, the line manager, and peers.
- To ensure that the teaching content and methods of delivery are in accordance with equal opportunities, and respond to issues relating to student needs.

Communication

- To deal with routine communications using a range of media.
- To communicate complex information, and material of a specialist or highly technical nature, orally, in writing and electronically.
- To prepare and submit proposals and applications to external bodies, e.g. for funding and accreditation purposes.

Working Relationships and Contacts

People management and teamworking

- Regular contact and liaison with students to teach and provide support.
- To collaborate with colleagues to identify and respond to students' needs.
- To collaborate with academic colleagues on course development, curriculum changes and the development of research activity.

- To build internal contacts and participate in internal networks for the exchange of information and to form relationships for future collaboration.
- To join external networks to share information and ideas.
- To oversee postgraduate students where required.
- To attend and contribute to subject group meetings.
- To manage own teaching, research and administrative activities, with guidance if required.

Student counselling

- To use listening, interpersonal and pastoral care skills to deal with sensitive issues concerning students and provide support.
- To act as a mentor for students in the capacity of personal tutor, giving first line support.
- To refer students to alternative sources and services for providing further help as appropriate.

Dimensions

Problem solving and impact

- To develop initiative, creativity and judgement in applying appropriate approaches to teaching and learning support and research activities.
- To respond to pedagogical and practical challenges.
- To share responsibility in deciding how to deliver modules and assess students.
- To contribute to collaborative decision making with colleagues on academic content, and on the assessment of students' work.

Resource management

- To co-operate with others (such as support staff or academic colleagues) to ensure student needs and expectations are met.
- To use teaching and research resources, laboratories and workshops as appropriate.
- To plan and manage own teaching and tutorials as agreed with mentor.

Working environment

- To balance the competing pressures of teaching, scholarship, research, knowledge transfer, administrative demands and deadlines, with help from the line manager and peers.
- To be aware of the risks in the work environment and their potential impact on their own work and that of others.
- To develop familiarity with a variety of strategies to promote and assess learning.
- To understand and apply the principles of equality of opportunity in an academic context.
- To engage in continuous professional development.

General responsibilities

These are standard to all Birkbeck Job Descriptions

- To adhere to the College's Equal Opportunities policy in all activities, and to actively promote equality of opportunity wherever possible.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act (1974) and relevant EC directives.
- To work in accordance with the Data Protection Act and to ensure that all new systems are reported to your Data Protection Controller.
- To undertake such other duties as may be reasonably expected.
- To provide a healthy and comfortable working environment, smoking is prohibited throughout the College, except in specially designated areas.

PERSON SPECIFICATION

Job Title: Lectureship in Marketing

Post Number: 11570

School: School of Business, Economics & Informatics

Department: Department of Management

Attributes	Essential	Desirable	Method of Assessment
Knowledge	<ul style="list-style-type: none"> • Breadth or depth of specialist knowledge in the discipline to work within established research and teaching programmes • An ability to lecture and conduct seminars clearly and effectively • Understanding of different teaching and learning methods* 		<i>Interview</i> <i>Application</i> <i>Test</i> <i>Presentation</i>
Technical/Work-based Skills	<ul style="list-style-type: none"> • Skills in research relevant to the subject area • An ability to carry out innovative research and attract funding from the Research Councils and other sources as appropriate* • An ability to lecture and conduct seminars clearly and effectively* • An ability to develop and foster students' learning skills* • Effective oral and written communication skills, to convey both simple and more complex information and academic concepts • Computer proficiency in standard packages (e.g. word processing, spreadsheets, e-mail and internet use) 	<ul style="list-style-type: none"> • An ability to attract research funding 	
General Skills/Attributes	<ul style="list-style-type: none"> • Effective presentation skills • An ability to relate well to students, especially mature students • To appreciate and react to the needs of individual students and their circumstances • Organisation and administration skills • Commitment to working with diversity • Ability to engage the interest and enthusiasm of students and inspire them to learn 		

Experience	<ul style="list-style-type: none"> • Research experience at postgraduate level • Experience of publishing research, or presenting work at conferences and other events* • Experience of developing and implementing research objectives, projects and proposals* • Experience of collaboration with academic colleagues on course, and/or curriculum and/ or research developments* 	<ul style="list-style-type: none"> • Teaching experience at degree level • Experience of carrying out consultancy* 	
Qualifications	<ul style="list-style-type: none"> • Educated to postgraduate degree level or equivalent 		

Please note that criteria marked as an asterisk (*) is more appropriate a Lecturer B level.

FURTHER PARTICULARS & INFORMATION ON THE POST

Salary:	The appointment will be at Lecturer A (Grade 7) - £35,343 per annum or Lecturer B (Grade 8) - £41,577 per annum. Salaries quoted are inclusive of £3,066 London Allowance per annum. <i>The appointment to Lecturer A or B will be dependent on the qualifications and experience of the successful applicant.</i>
Probation:	The appointment may be subject to a probationary period of up to three years.
Duration of post:	Open-ended
Hours:	35 hours per week
Annual leave entitlement:	25 days per year, plus an additional six days when the College is closed during the spring and winter breaks. This is in addition to the eight bank holidays.
Superannuation:	The post is superannuable under the USS scheme (Universities Superannuation Scheme). This is a defined benefit scheme, and is often substantially more beneficial to the employee than a "money-purchase" scheme.
Closing date:	Midnight on Sunday 21 June 2015
Interview date:	Interviews will be held in July 2015
Start date:	1 September 2015

Informal enquiries can be made to:

Professor Kevin Ibeh, Assistant Dean/Head of Department for Management (k.ibeh@bbk.ac.uk) or Professor George Christodoulides, Assistant Dean (Research) and Head of Marketing Subject Group, School of Business, Economics and Informatics (g.christodoulides@bbk.ac.uk)

To apply for this post and for further information please visit www.bbk.ac.uk/jobs (search using reference number: 11570)

If you have difficulties accessing this site please email, humanresources@bbk.ac.uk, quoting the ref no. in the subject header.