

Job Description

Job Title: Lecturer / Associate Professor in Advertising and Promotional Media
Grade : 8 or 9
Department: Media, Communication and Sociology
Hours: Full Time
Contract: Permanent
Job Reference: SAH01412

Role Purpose:

You will undertake teaching duties in line with the School's strategy which is to bring our subjects 'alive' for our students. The role is primarily in relation to the development of the curriculum in relation to advertising and consumer culture at postgraduate and undergraduate level. You will lead on enhancing the student experience to support the blending of theory and practice across the curriculum. It will also be an advantage to be able to enhance links and partnerships with practitioners and industry.

At lecturer level you will be expected to be developing your strong research and publication profile both nationally and internationally that is eligible for REF. As Associate Professor level you will also have a track record of grant capture, engagement in international networks and enhancing impact activity.

You will engage with scholarship or pedagogical research to underpin innovation in teaching and to enhance the student experience. As Associate Professor you will provide academic and professional leadership within the school and across your own specialism ensuring excellence in teaching and curriculum design on an international level.

As an Associate Professor you will also be expected to contribute to engagement or enterprise activities in support of your own work and that of the School and College. You will also be expected to play an active role within the School and contribute to its wider running, offering senior leadership to both colleagues and students.

Principal Responsibilities	Time %
<p>Teaching</p> <ul style="list-style-type: none"> • Provide development of advertising and consumer culture curriculum for students across the UG and PGT curriculum. • Provide academic leadership within the department, including at programme level and across your own specialist area. • Develop and deliver highly effective learning and teaching (lectures, seminars, tutorials, assessments). To set exam papers/assignment questions, and carry out marking and invigilation duties. 	40%





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- Deliver highly effective supervision and support to students e.g. for projects, dissertations etc.
- To cooperate with colleagues in the review and development of the curriculum, leadership on modules and where required, design and launch of new degrees/ awards.
- Contribute to the internationalisation of the curriculum, especially at module level.
- Engage in CPD to support innovation at module level in teaching delivery and/or assessment practice.
- Engage with scholarship and pedagogical research to underpin innovation at programme level in teaching delivery or assessment practice and to enhance student learning and experience
- If not already obtained, seek external recognition of teaching excellence at a senior level (e.g. Senior Fellowship of the HEA)
- Contribute to quality assurance and enhancement at department or college level
- Contribute to the development of colleagues, or of academic management systems
- Provide pastoral care for students and carry out other related academic duties.

Research

40%

- You will be expected to produce research of the highest standard with best outputs internally and externally assessed as 3* that will contribute to the School's high ranking research profile and at a level compatible with inclusion in future REF exercises.
- Contribute to and lead the development of larger bids for external funding for research, both on a disciplinary and interdisciplinary basis, in the School and College.
- To raise your external profile and that of the School by presenting research papers at academic and/or professional conferences, refereeing or reviewing publications or grant applications, and externally examining postgraduate research students.
- Engage and collaborate with international networks and to publish in internationally recognized peer-reviewed journals.
- Develop your impact agenda and make a meaningful contribution to impact activity within the department and college.
- Undertake postgraduate research supervision.
- At Associate Professor level you will be expected to offer research leadership to earlier career colleagues.





<p>Administration</p> <ul style="list-style-type: none"> To undertake such specific School roles and management functions as may be reasonably required by the Head of School. To attend meetings and to participate in other committees and working groups within the School, the College, and the University. To engage in continuing professional development. To contribute to student recruitment and retention activities in the School and College. <p>Enterprise</p> <ul style="list-style-type: none"> Contribute to income and external impact in aspects of the enterprise agenda (including CPD, working with external organisations, both nationally and internationally, commercialisation, commissioned research and consultancy). Contribute to international enterprise initiatives. <p>Engagement</p> <ul style="list-style-type: none"> You will be expected to enhance external links with media organisations and establish working and collaborative partnerships. Innovate in at least one area of national and/or international engagement that leads to greater success, external profile and impact for the discipline and the school. <p>Leadership</p> <ul style="list-style-type: none"> Provide or develop leadership at School or College level, with College or institutional impact Contribute and innovate in broader institutional or College change and internationalisation projects Coaching and mentoring of more junior members of staff. 	<p>20%</p>
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Internal and External Relationships

<p><i>Research Colleagues:</i> Discussion of research and related issues and support for research and development.</p> <p><i>Colleagues:</i> Discussion of potential solutions to the integration of DL and CB postgraduate programmes. The provision of informal advice on issues relating to students and teaching.</p> <p><i>Administration:</i> Contribute to discussions on the development of administrative processes.</p> <p><i>Head of Department:</i> Discussions concerning integration, students and other administrative issues.</p>





Committee Member: Discussions concerning the provision of the degree course, teaching practice or research techniques.

Planning and Organising

Shaping the strategic direction of own area of activity, leading the planning activity over many months or years.

Participation in the departmental operational planning process supporting the strategic direction of the unit and wider department.

Qualifications, Knowledge and Experience

Essential

- Relevant Degree*
- Experience in delivery of teaching to undergraduates and postgraduates*
- Experience developing advertising and consumer culture curriculum*
- Experience or demonstrated understanding of teaching and supervision at postgraduate level.
- Contribution to design of modules, course and curriculums and experience of delivering innovative research informed teaching
- Evidence of high quality research publications in line with the REF aspirations of the School *
- Grant capture potential at Lecturer level or grant capture track record for Associate Professor level)*
- Academic Teaching Qualification as defined by HESA or commitment to gain the appropriate category of HEA Fellowship within a reasonable timeframe *

Skills, Abilities and Competencies:

Essential

- Ability to carry out scholarly or pedagogic research to support the curriculum
- Ability to identify and secure placement or internship opportunities for students
- Ability to network and collaborate at an international level.
- Ability to review, evaluate and develop the key skills of students
- Ability to assist other teaching staff with examinations and the development of new methods of delivery
- Ability to develop resource materials to enhance teaching quality
- Ability to prioritize tasks within agreed work schedules





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- Ability to teach classes using a comprehensive range of delivery methods including lectures, seminars, tutoring
- High level of proficiency in English, sufficient to undertake research, teaching and administrative activities utilising English Language materials and to communicate effectively with staff and students

Desirable

- Ability to teach classes using distance learning
- Ability to provide support to students via Blackboard
- Experience in generating industry partnerships and links
- Experience in offering professionalising experiences to students

****Criteria to be used in shortlisting candidates for interview***

Additional Information:

Equality and Diversity:

The University of Leicester is committed to positively advancing equality of opportunity. We participate in a number of equalities initiatives which celebrate good employment practice for the advancement of diversity and equality. These include the Stonewall Workplace Equality Index, the Race Equality Charter and [Athena Swan](#) (for which we are currently Bronze award holders). We are proud to be selected as one of only ten Universities internationally to be an impact champion for [HeForShe](#), a global solidarity movement for gender equality. We also have a number of staff equality fora who champion the advancement of equalities for diverse groups. To find out more please visit the [Equalities](#) webpage.

Staff Benefits

- 38 Days leave, including 24 days annual leave plus 6 closure days plus bank holidays
- USS Pension (8% individual contribution, 18% University contribution)
- Discounted gym membership
- Childcare voucher schemes

