**Appendix 3**

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**Job Description**

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| **Job title** | Teaching Fellow in Marketing |
| **Department/School** | School of Management |
| **Job family** | Education and Research |
| **Grade** | 8 |
| **Reporting to** | Head of Division |
| **Responsible for** | May coordinate the work of less experienced Teaching Fellows, casual staff and/or postgraduate tutors or demonstrators |
| **Location** | University of Bath premises |

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| **Background and context** |
| The School of Management is seeking to appoint a Senior Teaching Fellow/ Teaching Fellow in Marketing, to join the Marketing Group of the Marketing, Business & Society Division.  The School of Management is a vibrant and productive community and is ranked among the top UK Business Schools. It was ranked 1st for Marketing (the Complete University Guide 2018) and 2nd for Business & Management (the Complete University Guide 2018). It was also ranked 8th in the UK for Business and Management Studies, including 6th in the UK for world class and internationally-leading publications, in the results of the 2014 Research Excellence Framework.  The Marketing group achieves teaching excellence on our highly rated undergraduate and Masters degrees, including the MSc in Marketing and the BSc in Management and Marketing.  The successful candidate will have excellent proven teaching ability good industry experience in marketing and preferably be a Fellow of the Higher Education Academy. This person will be expected to deliver high quality teaching to undergraduate and postgraduate students which is informed by significant professional expertise gained via practice, research/study and extensive teaching experience.  In addition to an ability to teach marketing principles, we are particularly interested in candidates who are well-placed to teach: Business to Business Marketing.  The Marketing group currently has a reputation for world-class research in the areas of consumer research, consumer culture & critical marketing, brand management, advertising research, with a growing international reputation in the areas of sustainable business/marketing practices, consumer psychology and the marketing–entrepreneurship interface.  This is a part-time position for 18.25 hours per week (0.5 FTE).  Informal enquiries may be made to the Head of the Marketing, Business & Society Division, Professor Pierre McDonagh, email [p.mcdonagh@bath.ac.uk](mailto:p.mcdonagh@bath.ac.uk). |

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| **Job purpose** |
| Design and deliver high quality teaching which is informed by significant experience gained via practice, research/study and teaching experience, to undergraduate and/or postgraduate students - to include lectures, seminars, laboratory classes, supervision of dissertations or projects, assessment and marking and pastoral care of students, in line with Department/School and University policy.  Carry out a significant management and leadership role within the Department or Faculty such as Director of Studies; lead on Admissions for a large course; carry out a Faculty/University wide role in innovation or outreach.  Contribute effectively to University wide developments and innovation in the design and delivery of teaching.  Whilst it is essential that teaching is informed by research/professional expertise there is no research component in this role. |

| **Main duties and responsibilities** | |
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| The job duties and responsibilities listed below are intended to describe the general nature of the role. The duties and responsibilities, and the balance between the elements in the role, may change or vary over time depending on the specific needs at a specific point in time, or due to changing needs in the department/group. Jobholders should note that there may not be an immediate requirement to carry out all the activities listed below. | |
| **1** | **Teaching** |
| a | Deliver high quality teaching to undergraduate and postgraduate students which is informed by significant professional expertise gained via practice, research/study and extensive teaching experience.  Includes designing units of study and their assessment regimes, identifying learning objectives and teaching methods, developing materials and resources, including materials for use online, communicating subject matter clearly and encouraging debate.  Provide appropriate responses to student interventions during teaching, responding to questions within and outside class times and react pro-actively and positively to changes in course content or delivery. |
| b | Design, implement and evaluate teaching and learning packages, participate in the development and modernisation of the curriculum, taking a lead in parts of this activity. |
| c | Design, implement and evaluate assessment tools and criteria for courses, mark assessments, ensuring adequate moderation, providing written or oral feedback as appropriate. Mark final assessments as required. |
| d | Supervise undergraduate and postgraduate level student projects and field trips as required |
| e | Engage pro-actively in on-going professional development both in own subject and in teaching and learning.  Act as mentor for more junior teaching fellows or casual teaching staff.  May include involvement in professional or teaching and learning networks within and outside the University. |
| f | Take a lead role in programme evaluation, including facilitating student feedback, reflecting on own teaching design and delivery and implementing ideas for improving own performance. |
| **2** | **Management and Administration** |
| a | Carry out a significant management and leadership role within the Department or Faculty/School such as Director of Studies or undertake another significant activity to contribute to the overall strategic management/direction of the department.  Take lead on innovations which have impact at the level of the Department or Faculty.  May be asked to represent the teaching interests of the Department at Faculty or University level meetings. |
| b | Take the role of Senior Tutor or other major pastoral role for students. Maintain a knowledge and awareness of student support services and be able to identify student behaviour which is of concern or where support is needed and refer students on appropriately for assistance as necessary. |
| c | Carry out teaching-related management duties or other duties within the grade as allocated by the Head of Department, Director of Teaching or other designated line manager. |
| d | Contribute to outreach and/or Widening Participation activity within the Department, Faculty/School or University. |

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| **Special conditions** |
| All appointments to Teaching Fellow posts are subject to one year’s probation and successful completion of the Bath Course in Enhancing Academic Practice (Bath Course). Individuals may be granted exemption from the Bath Course and/or probation at the University’s discretion. |

**Person Specification**

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| **Criteria** | **Essential** | **Desirable** |
| **Qualifications** |  |  |
| A first degree and PhD in a relevant subject or equivalent level qualification or experience gained through extensive industrial or professional practice or University level teaching.  Higher education teaching qualification or professional recognition (e.g. PGCert, FHEA or equivalent) | √ | √ |
| **Experience/Knowledge** |  |  |
| Demonstrates recognisably high quality teaching technique (as evidenced by teaching observations, student feedback scores)  Demonstrates depth and breadth of understanding of subject matter at a complex conceptual level.  A sound understanding of academic processes and university regulations associated with teaching/ teaching quality.  Extensive University teaching experience & undertaking management roles in teaching or significant relevant professional experience | √  √ | √  √ |
| **Skills** |  |  |
| Provides a stimulating learning environment with insights from research or practice.  Ability to take full responsibility for the design, delivery and co-ordination of teaching programme(s).  Must be capable of context setting and handling conceptual frameworks.  Must have excellent interpersonal skills and interactive capability.  Ability to develop and prepare own teaching materials.  Ability to recognise those having difficulties, intervene and provide help and support. | √  √  √  √  √  √ |  |
| **Attributes** |  |  |
| Ability to engage and encourage active participation by students in own learning.  Reflective about own practice and able to pro-actively work to improve  Commitment to professional development in own subject and in teaching & learning  Able to make a strong contribution to all aspects of the life of the Department | √  √  √  √ |  |