**JOB DESCRIPTION**

**POST: Lecturer in Digital Sports Marketing**

**LOCATION: UCFB Wembley Campus**

**SALARY/GRADE: £36,000 - £40,000 per annum, depending upon qualifications and experience *(plus a 10% London Weighting allowance if applicable)***

**RESPONSIBLE TO: Head of Academics**

**POST OBJECTIVES:**

To develop and deliver on a programme of study and to maintain teaching and learning standards to deliver an excellent student experience.

**KEY TASKS:**

1. To teach on designated modules and programme of study as the Head of Academics may specify.
2. Maintain academic standards and adhere to the programme and module specifications.
3. Design and deliver teaching materials at undergraduate and postgraduate levels, including contributing to the curriculum review and enhancement, in a manner that supports and focuses on student learning outcomes.
4. Preparation and delivery of modules-lectures and seminar materials at various levels Preparation and delivery of modules-lectures and seminar materials at various levels, including making a contribution to teaching modules online.
5. Challenge thinking and foster debate to develop the ability for students to engage in critical discourse and rational thinking, stimulating excellence.
6. Identify learning needs of students and define appropriate learning objectives.
7. Supervise the work of students- including student project, field trips, and where appropriate, placement- and provide advice on study skills.
8. Undertake student assessments and examination activities including the provision of appropriate feedback to students.
9. Marking, assessing and internal verification of students’ work.
10. Engage in continuous professional development.
11. Develop familiarity with a variety of strategies to promote and assess learning.
12. Have in-depth understanding of own specialism to enable the development of new knowledge and understanding within the field.
13. Balance the pressures of teaching, personal research and administrative demands and competing deadlines.
14. To participate in the department seminars aimed at knowledge sharing and building interdisciplinary collaboration within and outside the department.
15. Act as a responsible team member and develop productive working relationships with other members of staff.
16. Participate in and develop external networks that promote UCFB/GIS and contribute to and build relationships for future activities.
17. Collaborate with colleagues on the development and implementation of assessment procedures.
18. Be responsible for the pastoral care of students within a specified area.
19. Act as personal tutor, providing first line support.
20. Refer students to appropriate services providing further help (student services).
21. Achieve key academic performance indicators, attendance, retention and achievement.
22. Maintain high levels of student satisfaction rates.
23. Complete module review and evaluation.
24. To undertake appropriate staff development and professional training in line with the business objectives of UCFB/GIS.
25. Participate in research and personal professional development.
26. To work within the policies of Health and Safety and Equal Opportunities.
27. To work flexibly and responsibly and undertake any other duties relevant to the level of the post.

**Person Specification**

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| **HEI**: UCFB/ GIS | | | **Location: UCFB Wembley Campus** | | |
| **Department:** Academic | | | **Responsible To: Head of Academics** | | |
| **Requirements** | **Essential** | **Desirable** | | **METHOD OF ASSESSMENT\*** |
| 1. **Qualifications and Training** | Undergraduate degree and Masters degrees in disciplines relevant to Sports Marketing | PhD or near Completion  HEA Membership  Teaching qualification  Relevant Professional Qualifications | | 1 |
| 1. **Previous Work Experience** | 2 or more years teaching and learning experience in a UK Higher Education Institution | Extensive teaching and learning experience in UK HE  Module leadership experience  Experience of project supervision for taught UG and PG programmes | | 1, 2 & 4 |
| 1. **Knowledge of core areas** | Ability to teach at least two or more of the following areas:   * Sports Marketing * Digital Marketing * CRM * Football Fan Engagement * Research Methods | Ability to teach across the UCFB portfolio at UG, PG and professional levels | | 1, 2, 3 & 4 |
| 1. **Specialist knowledge areas** | Ability to contextualise Sports Marketing for sports business and related disciplines at Level 7 | Ability to lead modules/ programmes at Level 7 | | 1, 2 & 4 |
| 1. **Student experience** | Ability to provide a high quality student learning experience (e.g. via large group sessions, small group sessions, supervision & pastoral support | Demonstrate innovation & creativity in developing resources to support student learning utilising a variety of teaching styles and where applicable innovative use of technologies | | 1, 2 & 4 |
| 1. **Quality Assurance** | Ability to implement quality assurance processes | Ability to complete HE QA documents to meet internal and external expectations | | 1, 2 & 3 |
| 1. **Specific Skills /Abilities required** | Ability to work effectively in a fast paced and busy environment to meet set goals;  Excellent communication skills  Excellent IT skills  Excellent time management skills  Ability to work on your own initiative  Effective team-working skills | Ability to provide academic leadership in development of new modules/programmes  Knowledge of the challenges faced by HE providers  Ability to develop original and impactful research/projects within football/sports business | | 1, 2, 3 & 4 |
| 1. **Motivation / Attitude** | Professional approach to work  Reliable  Excellent Organisational Skills  Flexibility  Excellent interpersonal skills  Attention to detail  Belief in our mission, purpose and values: <https://www.ucfb.ac.uk/aboutucfb/our-vision-mission-andvalues/gis/>  Commitment to following UCFB’s ethos and equal opportunities policies |  | | 1, 2, & 4 |
| **\*1=Application form; 2=Interview; 3=Test/Presentation; 4=Documentary evidence; 5=Other (Please specify)** | | | | |

**Terms and Conditions of Employment relevant to post**

Job title: Lecturer in Digital Sports Marketing

Hours: 8:30am – 5:00pm, Full Time

Salary: £36,000 - £40,000 per annum, depending upon qualifications and experience *(plus a 10% London Weighting allowance if applicable)*

Work base: Normally, UCFB Wembley but any of UCFB’s premises as may be

required

Holidays: 33 days paid holiday, including the usual public holidays in England

& Wales

Benefits: Christmas/ New Year closure period (10 discretionary days inclusive

of bank holidays), cycle to work, Perkbox, birthday day off, annual

staff events, pension (statutory auto enrolment scheme),

occupational maternity/ paternity pay after qualifying period

**Subject to:**

*Satisfactory DBS check*

*Satisfactory completion of the Probationary period – 6 months*

*Compliance with Asylum and Immigration Act 1996 and Immigration Asylum and Nationality Act 2006*

*Evidence of stated qualifications relevant to the post*

*Evidence of membership of relevant professional bodies as stipulated by the post*

*Not being subject to a Football Banning Order or any lawful prohibition on entering a football stadium in the UK*