

<b>JOB DESCRIPTION &amp; PERSON SPECIFICATION</b>	
<b>Job Title:</b> Course Leader BA (Hons) Advertising	Salary: £46,423 - £ 55,932
Contract Length: Permanent	Hours/ FTE 1.0
Grade: <b>6</b>	Location: Elephant & Castle
Accountable to: <b>Programme Director Communications and Media</b>	College/ Service: London College of Communication
<p><b>Purpose of the role:</b></p> <p>To be responsible to the Programme Director for:</p> <ul style="list-style-type: none"> <li>• The academic leadership and management of the course, including the maintenance and enhancement of standards and the design, development and delivery of the curriculum</li> <li>• The day to day management of the course, including all areas of learning, teaching and assessment of students as well as resources allocated</li> <li>• The delivery of innovative and challenging teaching at post- and undergraduate level as required, setting an example of good practice</li> <li>• Contributing up to date knowledge and skills through professional and/or scholarly practice or research and engaging with wider educational and professional communities</li> <li>• Overseeing student recruitment to the course and building its profile</li> </ul>	
<p><b>Duties and Responsibilities</b></p> <p>In consultation with academic, administrative, managerial and technical colleagues (as appropriate) to:</p> <p><b>Academic</b></p> <p>Contribute to the academic mission of the Programme and its implementation as an active participant within the University and College committee structures, ensuring clarity of identity, currency of subject agendas, relevance of learning methods and the fulfilment of appropriate standards according to the level of study.</p> <p>Provide the vision for the course, set the agenda for its development and maintaining and enhancing quality.</p> <p><b>Learning Teaching and Assessment</b></p> <p>Undertake such learning, teaching and assessment duties appropriate to requirements and consistent with your areas of expertise.</p> <p>Ensure that the learning, teaching and assessment methods employed on the course are appropriate to the academic award, resources allocated, the demands of the subject and the learning styles and developmental stages of students.</p>	

Plan and manage the assessment processes of the course, to comply with University policy and appropriate academic standards to ensure students are given constructive and timely feedback that helps them improve.

Contribute to College and University committees, such as Assessment Panels, Boards of Examiners and their sub-boards, as appropriate.

### ***Quality Management and Enhancement***

Undertake the effective monitoring of teaching, learning and assessment activities and to enhancement activities.

Contribute to, and where appropriate lead on the process of course and curriculum development, course modification, continuous and enhanced monitoring procedures and reviews and revalidation by the University, external agencies and professional bodies in consultation with other academic staff.

Analyse data on student attainment and retention with a view to identifying issues and trends and formulating appropriate action in response.

Contribute to improving student engagement with unit and course evaluation such as Unit Evaluation, the National Student Survey, the University Student Survey and the Post Graduate Taught Experience Survey, and to the analysis and responses to such data.

Contribute to the work of the academic committees of the University and where appropriate act as Chair.

### ***Curriculum Design, Content and Organisation***

Ensure that the curriculum is relevant, current and consistent with the mission of the Programme and the vision for its courses.

Ensure the delivery of the curriculum is organised and resourced appropriately to the academic award, and to the learning styles and developmental stages of students

### ***Student Support and Guidance***

Ensure that students are appropriately supported and provided with timely and constructive guidance for their academic development and pastoral care, fulfilling the policies and procedures of the University and the College and utilising appropriate channels and media.

In liaison with Academic Administration and other College and University departments, ensure that information provided to students in the Programme is current, accessible and consistent, including emails and other online content such as that included in Virtual Learning Environments.

In liaison with Academic Administration and other College and University departments, contribute to ensuring that information provided to prospective students in the Programme is current, accessible and consistent, including website and other printed and online materials.

Ensure the maintenance of standards of student attendance and discipline as detailed within the Student Charter.

Ensure effective liaison with student representatives, including attendance at Course Committee(s) as appropriate.

### ***Student Progression and Achievement***

In liaison with Academic Administration, ensure that student records are maintained which are current, accurate and constructive.

Be responsible for and where appropriate lead the recruitment and selection processes applicable to courses as required, ensuring the correct delivery of the University Admissions Policy.

Contribute to and, where appropriate, organise student, alumni and professional events that support student progression and achievement and further the credibility of the Programme's academic and industry-related activity.

### **Managerial**

Contribute to the leadership and management of the Programme by working with academic, administrative, managerial and technical colleagues to ensure quality, consistency and clarity of curriculum delivery.

Contribute to and where appropriate lead on the recruitment of academic staff, Associate Lecturers, Visiting Practitioners and Guest Lecturers, promoting and maintaining appropriate educational and professional standards of good practice in all aspects of course organisation, administration and delivery.

Work with colleagues across the College to ensure the highest possible standards of student experience in terms of:

- Course promotion (provision of material, contribution to open days and other recruitment activities on – and off-site)
- Student progression
- Student recruitment
- Student induction
- Learning support
- Disability support (in respect of signposting to students and staff how appropriate professional support can be accessed)

Produce reports and management information as required

Undertake health and safety duties and responsibilities appropriate to the role and in accordance with University policies and procedure.

### **Entrepreneurship and Enterprise**

Promote a culture of enterprise and employability amongst the student and staff community.

Operate in a collegial manner in liaising with appropriate colleagues (i.e. Academic colleagues, Course Leaders, Programme Directors, Enterprise Units & Development Team) in order to contribute to the income generating and related sponsorship activities of the University and College in areas that are directly related to their Academic Programme and areas of specialism.

### **Professional**

Establish and maintain appropriate dialogues and relationships with the subject community (academic, governmental and commercial) and its audiences, nationally and internationally, continually updating knowledge of national academic developments, subject and skills, and relevant industrial and technological developments for the benefit of the course, colleagues and students.

Undertake research and/or professional practice to maintain your subject currency as part of own continuing professional development to ensure you maintain your position as a leader in your field, actively promoting and contributing to the professional and research profile of the Programme, as an individual and through research groups and / or consultancy projects.

Undertake professional development opportunities as offered and as required within the Programme, College and University, including through the University's appraisal scheme.

Attend such meetings and development days as may be required to ensure the effective running of the course and programme, and be proactive in attending College and University meetings and events to ensure you keep yourself apprised of developments and initiatives that impact you as a member of the University community.

Support and contribute to the Courses, Programme, School, College and University's external profile.

Make a constructive contribution to the development of the broader academic and cultural direction of the College as required.

Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.

Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.

Conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.

Perform such duties consistent with the role as may be assigned from time to time, anywhere within the University.

#### **Key Working Relationships:**

- Students
- Colleagues
- Any staff and/or Associate Lecturers/Visiting Practitioners managed
- Managers and senior managers
- External partners

#### **Specific Management Responsibilities:**

##### **Course Budgets:**

Assist Programme Director by monitoring expenditure as required and/or appropriate across following budget areas:

- Associate Lecturer/Visiting Practitioner budget
- Consumables budget
- Project budgets

**Course Staff:**

Assist Programme Director as required and/or appropriate in the management of:

- Other academic staff
- Associate Lecturers / Visiting Practitioners/Guest Lecturers

**Other (e.g. accommodation, equipment):**

To be proactive in reporting and to ensure staff are taking action where the following are in need of repair or maintenance:

- Academic office(s) and associated equipment, fixtures and fittings
- Teaching space(s) and associated equipment, fixtures and fittings

**Job Title: Course Leader BA (Hons) Public Relations      Grade: 6**

All shortlisted applicants will be required to undertake the CREDO on-line personality assessment. This assessment provides us with a valuable insight into your preferred working style, temperament, interests and values. We will use your assessment to focus our interview discussion with you, in order to assess the fit between your profile and the role. At the end of the selection process each candidate will be offered the opportunity to receive a copy of the CREDO candidate development report. Staff selection decisions will never be made solely on the basis of a psychometric assessment

**Person Specification**

Specialist Knowledge/Qualifications	<ul style="list-style-type: none"><li>• First degree in relevant subject.</li><li>• Relevant postgraduate or professional qualification.</li><li>• PG Cert in HE or equivalent teaching qualification.</li><li>• Knowledge of current subject specific professional practice.</li><li>• Maintains professional industry links including membership(s) to appropriate industry bodies.</li><li>• Knowledge of and pro-activity in current subject specific academic research.</li><li>• Recognised as a leading authority in specialism both with internal and external peers</li></ul>
Relevant Experience	<ul style="list-style-type: none"><li>• Has substantial experience of teaching and student focus at undergraduate and postgraduate level in relevant subject environment.</li><li>• Leadership experience, strong communication, management and organisational skills and effective management of resources and budgets.</li><li>• Good team player, able to work collaboratively with colleagues</li><li>• Experience in developing relevant academic subject areas and in shaping and influencing developments within organisations through own contribution</li><li>• Understanding of and ability to meet administrative needs</li><li>• Has worked on collaborations and projects between industry and academia and actively seeks out and undertakes these in line with HEI expectations.</li><li>• Has professional communications industry or industry-related experience.</li></ul>

Communication Skills	<ul style="list-style-type: none"> <li>Communicates effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way.</li> <li>Uses appropriate levels of IT skills to enable best use of available information and communication to support learning and organisational effectiveness as necessary for the post.</li> </ul>
Leadership and Management	<ul style="list-style-type: none"> <li>Motivates self and colleagues effectively, setting clear objectives to manage performance</li> </ul>
Research, Teaching and Learning	<ul style="list-style-type: none"> <li>Applies innovative approaches in teaching, learning, research or professional practice to support excellent teaching, pedagogy and inclusivity</li> <li>Adapts approach and style to suit learners' needs</li> <li>Monitors and assesses learning, giving effective and considerate feedback and guidance</li> <li>Designs and/or adapts content and learning materials to suit the needs of different learners</li> </ul>
	<ul style="list-style-type: none"> <li>Applies own research and/or practice to develop learning and assessment practice</li> </ul>
Professional Practice	<ul style="list-style-type: none"> <li>Contributes to advancing professional practice/research or scholarly activity in own area of specialism</li> <li>Commitment to own development through effective use of the University's appraisal scheme and staff development</li> </ul>
Planning and managing resources	<ul style="list-style-type: none"> <li>Plans, prioritises and manages resources effectively to achieve long term objectives</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>Builds effective teams, networks or communities of practice and fosters constructive cross team collaboration</li> <li>Contributes to the induction of new staff</li> </ul>
Student experience or customer service	<ul style="list-style-type: none"> <li>Contributes to improving or adapting provision to enhance the student experience or customer service</li> </ul>
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none"> <li>Suggests practical solutions to new or unique problems</li> </ul>

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria

**Last Updated: Nov 2019 -**

**HERA Ref – SICOM Acad 3**