

JOB DESCRIPTION AND PERSON SPECIFICATION**Job Title:**

Senior Lecturer in Public Relations
(Communications and Media)

Accountable to:

Course Leader BA (Hons) Public
Relations/Programme Director

Contract Length: Permanent

Hours per week/ FTE: 37/1.0

Salary: £46,423 to £55,932 p.a.

Grade: 6

College/ Service: London College of
Communication

Location: Elephant & Castle

Purpose of role:

The Senior Lecturer in Public Relations is responsible for teaching, course development, and on-going scholarship on the BA and MA Public Relations in the Communications and Media programme in the Media School. The post-holder will work collaboratively with course teams, deploying specialist expertise to develop pedagogy and the curriculum in innovative and critical directions.

The post-holder will be expected to undertake:

- Pedagogic and curriculum development that stimulate thought and practice that challenge the canon of Public Relations and wider media and communications, with the aim of promoting diversity and inclusivity
- Responsibility for students' pastoral support, intellectual stimulation, progress and attendance, as well as maintaining records and liaising with colleagues as appropriate
- Initiative and leadership of projects strengthening core values of BA (hons) Public Relations course: creativity, collaboration and communication
- Expand the capacity of the course to meet our need to explore current and emerging issues in Public Relations and promotional theory and practice
- The day-to-day management of areas of learning, teaching and assessment of students as well as resources allocated.

This responsibility is of immediate strategic importance and may develop or change in the light of new priorities.

The post-holder is expected to uphold and implement the policies and procedures of University of the Arts London and the College.

Duties and responsibilities:*Teaching:*

- To undertake teaching as appropriate to your areas of expertise and the subject areas of the Course, Programme or College
- To stay abreast of research and other developments in Public Relations, and to ensure that these developments are reflected in the curriculum in consultation with colleagues and within the structures and mechanisms established by the University and the College
- To extend the level of subject expertise and critical understanding on the Course so as to keep the curriculum at the forefront of critical and creative practice and relevant to a diverse and international range of students
- To conduct assessment, formative and summative, which is rigorous, fair and clear and complies with the policies established by the University and the College.
- To lead the organisation of assessment, with particular attention to formative assessment, at every stage ensuring the rigour and parity of the process
- To provide both academic and pastoral support to students, monitoring progress and attendance, and maintaining appropriate records

Professional

- To initiate or engage in pedagogic inquiry and teaching development as required with the specific focus of improving student engagement, experience and progression
- To participate in the engagement of students in feedback processes, and in consultation with the course team and course leader, respond to the issues raised through this engagement
- To devise and organise activities for the course team that contribute to the strategic development of the course design and pedagogy
- In consultation with the Course Leader, to liaise with other staff to enhance and extend the educational and creative links between the Course and other courses across the Programme, College and University, and to deputise for the Course Leader where appropriate
- To undertake scholarly activity (including research, knowledge exchange or teaching) relevant to the subject and to develop and maintain subject currency and expertise.
- To contribute to the devising and delivery of activities (including income generation) which will benefit students' educational experience and graduate outcomes
- To develop and/or maintain your position as a leader in your field, actively promoting and contributing to the professional and research profile of the Public Relations courses and/or Programme, as an individual and through research groups and / or creative projects
- To undertake professional development opportunities as offered and as required within the Programme, College and University, including through the University's appraisal scheme

Quality, Management and Enhancement

- To contribute to strategic planning in relation to the course/programme in areas such as student recruitment, the deployment of resources, research and knowledge exchange
- To lead curriculum design developments in the context of revalidation, in consultation with the course leader, in order to further strategic objectives at course and college level
- To contribute to the monitoring of the quality of teaching and learning through continuous course monitoring and to contribute to quality, management and enhancement activities across the School, College and University
- To be a member of the Course Committee of the Course and of such other committees, including other course committees and examination boards, as the Dean of School or Head of College require
- To represent the subject at college and university levels and externally, including acting as a consultant to other courses
- Contribute to improving student engagement with unit and course evaluation such as Unit Evaluation and the National Student Survey and Post Graduate Taught Experience Survey, and to the analysis and responses to such data
- Contribute to ensuring that the curriculum is relevant, current, future-facing and consistent with the mission of the Programme and the vision for its courses
- Contribute to ensuring the delivery of the curriculum is organised and resourced appropriately to the academic award, and to the learning styles and developmental stages of students

General

- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University
- To undertake health and safety duties and responsibilities appropriate to the role
- To work in accordance with the University's Staff Charter and Dignity at Work Policy, promoting equality and diversity in your work
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities
- To make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness
- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations

- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).

Key Working Relationships: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Students
- Course Leader & Course Team including Hourly Paid Lecturers
- Programme Director
- Associate Deans
- Programme Administration Manager
- Technical Staff
- Student and Academic Support
- Language Centre
- Counselling Service

Signed: Steve Cross

(Recruiting Manager): **Zoetanya Sujon**

Date of last review: 19.04.21

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Grade: 6

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

Person Specification A=application I=interview S=selection task		
Specialist Knowledge/Qualifications	Post graduate degree or equivalent publications in Public Relations or related fields	A
	PhD or Higher level research degree and/or equivalent publications	A
	Teaching qualification (PG Cert or equivalent) (desirable) or requirement to study for this within 3 years of appointment	A
	Fellowship of the Higher Education Academy (e.g. Fellow or Senior Fellow) or willingness to achieve this (desirable)	A
	Current subject specific focus on Public Relations, PR planning process, research methods (qualitative and quantitative), promotional PR, consumer behaviour, branding, and digital marketing. Areas of specialism can include (but are not limited to): marketing PR, branding and digital marketing, PR research methods, communications, market research, campaign planning, and/or diversity and inclusion in promotional media (essential)	AI
Teaching	Experience of teaching & assessment in a higher education environment (permanent, fractional, or hourly paid contract)	A
	Applies an inquiring, innovative and reflexive approach to teaching	SI
	Considers and promotes equality, diversity and inclusivity in all aspects of teaching, assessment and scholarly practice	IA
	Shows commitment to understanding the range of students' experiences within a course for their engagement and attainment.	IA
	Has supervised dissertations and final major projects (academic and/or practice-based)	IA
Leadership, management and teamwork	Collaborates and works effectively within teams and across different professional groups	IA

	Works effectively and respectfully with a wide range of people	IA
	Fosters inclusive and constructive team work and problem-solving	IA
	Motivates self and colleagues effectively, setting clear objectives to manage performance	IA
Research, Knowledge Exchange and Professional Practice	Evidence of research, knowledge exchange and/ or professional practice that contributes to the advancement of Public Relations, and is relevant to the goals of the Programme, College and University	IA
	Evidence of using contacts within subject peer group to develop partnerships or collaboration	IA
	Applies innovative approaches in research, knowledge exchange or professional practice to support excellent teaching, pedagogy and inclusivity	IA
	Considers and promotes equality, diversity and inclusivity in all aspects of research, knowledge exchange and professional / scholarly practice	IA
Planning and managing resources	Plans, prioritises and manages resources effectively to achieve objectives	IA

Last Updated: 19.04.2021