

Job Description and Person Specification

Job Title - Lecturer in Communications and Media (Public Relations)

Job Description	
College/Service London College of Communication	Location Elephant and Castle
Contract Length Fixed term to 31 August 2022	Hours per week/FTE 37/ 1.0
Accountable to Course Leader, BA (Honours) Public Relations Programme Director, Communications and Media	Weeks per year 52
Salary £39,275 - £47,120 per annum	Grade 5

Purpose of role

The Lecturer in Public Relations is responsible for teaching, curriculum development, and on-going scholarship on the Communications and Media programme. This course is part of the Media School at London College of Communications. The post-holder will work collaboratively within a course team, deploying specialist expertise to develop pedagogy and the curriculum in innovative and critical directions.

Purpose of role

The post-holder will be expected to undertake:

- Responsibility for a year group of undergraduate students' pastoral support, progress and attendance, maintaining records and liaising with colleagues as appropriate
- Pedagogic and curriculum development that stimulate thought and practice that challenge the canon of public relations with the aim of promoting diversity and inclusivity
- 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 **creative and professional** 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 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.
- 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.
- To undertake scholarly activity (including research, knowledge exchange or teaching) relevant to public relations.
- To contribute to the devising and delivery of activities (including income generation) which will benefit students' educational experience and graduate outcomes.
- Familiar with debates and research relating to decolonising the curriculum and awarding gaps within the HE Sector (Academic).

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 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.

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, diversity and inclusion 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
- Assistant Deans
- Programme Administration Manager
- Technical Staff
- Student and Academic Support
- Language Centre
- Counselling Service

Specific Management Responsibilities

- N/A

Signed Zoetanya Sujon **Recruiting Manager**

Date of last review 16 July 2021 HERA NO: SICOM Acad 5

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Grade - 5

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		
Means of testing - A=application I=interview T=selection task		
Specialist Knowledge/Qualifications	Undergraduate degree in public relations, marketing, or associated subject.	A
	PhD or near to completion or equivalent industry experience.	A
	Teaching qualification (PG Cert or equivalent) or willingness to achieve this (Desirable).	A
	Areas of specialism include at least one of the following: public relations, marketing, branding, digital marketing, integrated marketing communication, industry experience, professional practice, and/or reputation management.	AI

Teaching	Experience of teaching & assessment in a higher education environment (permanent, fractional, or hourly paid contract).	A
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Person Specification		
	<p>Applies an inquiring, innovative and reflexive approach to teaching.</p> <p>Considers equality, diversity and inclusivity in all aspects of teaching and assessment.</p> <p>Shows commitment to understanding the range of students' experiences within a course.</p>	<p>TI</p> <p>IA</p> <p>IA</p>
<p>Leadership, Management and Teamwork</p>	<p>Collaborates and works effectively within team and across different professional groups.</p> <p>Works effectively and respectfully with a wide range of people.</p>	<p>IA</p> <p>IA</p>
<p>Research, Knowledge Exchange and Professional Practice</p>	<p>Evidence of research, knowledge exchange and/or professional practice that contributes to the advancement of public relations activity and is relevant to the goals of the Programme, College and University.</p> <p>Familiar with debates and research relating to decolonising the curriculum and awarding gaps within the HE Sector.</p>	<p>IA</p> <p>IA</p>
<p>Planning and Managing Resources</p>	<p>Plans, prioritises and manages resources effectively to achieve objectives.</p>	<p>IA</p>