

<b>Job Description and Person Specification for:</b> Associate Lecturer in Business and Marketing	
<b>Department:</b> School of Chiropractic	<b>Reports to:</b> Head of School
<b>Salary (Grade/Point/Annual/Pro rata):</b> Band E (£24.96 per hour inclusive of rolled up holiday pay)	<b>Responsible for:</b> Leading the school's marketing and small business unit.
<b>Hours per week/FTE:</b> As required	<b>Working Hours:</b> Normal University College operating times are Monday-Friday 09:00 to 19:00.
<b>Job Purpose/Summary:</b> <p>The post holder will be responsible for the delivery and assessment of the school's marketing and small business unit which aims to give chiropractic students a suitable level of knowledge for future practice as a self-employed clinician and/or small business owner. They may be required to undertake teaching in other subject areas as directed by the relevant Course or Framework Leader or Head of School and are expected to undertake any other appropriate activities to develop and enhance the School's reputation.</p>	
<b>Main Responsibilities/Key Tasks:</b>  <b>Educational</b> <ul style="list-style-type: none"> <li>▪ To deliver high quality teaching and learning resources</li> <li>▪ To foster an environment conducive to learning, enquiry and research</li> <li>▪ To develop and design teaching content that is informed by current research, practice and industry knowledge relevant to the field and which allows students to engage in critical, rational and creative thinking</li> <li>▪ To develop knowledge of ethical business practices, ethical marketing strategies for healthcare professionals and small business management</li> <li>▪ To enhance student awareness of relevant regulation related to business and marketing including, but not limited to, the Advertising Standards Agency, General Chiropractic Council, HMRC, HSE and GDPR</li> <li>▪ To conduct formative and summative assessment, ensuring this is rigorous, fair and clear and provide constructive feedback within the policies established by the University College.</li> <li>▪ To provide support to individual students and groups of students in accordance with the institution's procedures, referring students to further support services as appropriate</li> <li>▪ To contribute to the oversight of the quality of learning and teaching through course monitoring and to contribute to quality assurance and enhancement activities</li> </ul> <b>Professional</b> <ul style="list-style-type: none"> <li>▪ To demonstrate a professional approach to work and act in accordance with the University College's staff conduct policies and relevant PSRB Codes of Conduct (where applicable).</li> <li>▪ To act as a role model to students, demonstrating the attitudes and behaviours expected of a professional and lecturer at all times</li> <li>▪ To stay abreast of developments in pedagogy and technology enhanced learning and to ensure that these developments are reflected in the evolution of the learning and teaching methods employed</li> <li>▪ To have knowledge of and adhere to University College policy and professional standards and ensure that team members do the same</li> <li>▪ To maintain confidentiality in all matters related to student and (where appropriate) patient's welfare</li> <li>▪ To ensure documentation is completed within agreed deadlines and to an appropriate standard</li> <li>▪ To participate in staff appraisals, staff development, mandatory training and other activities deemed necessary for their development</li> </ul>	

**Additional Duties**

The information provided above is intended to summarise the key responsibilities and duties of the role. The post holder may be required from time to time to carry out other reasonable requests and duties as required, consistent with the responsibilities of their role and development as agreed between employee and line manager.

- To attend meetings or training events as agreed by the Head of School
- To comply with institutional Safeguarding policies and procedures
- To have knowledge of and work within the University College's Health and Safety Policy ensuring that it is adhered to in the post holder's areas of responsibility.
- To have consideration of and demonstrate a commitment to equal opportunities for staff
- To have knowledge of and work within the University College's Dignity, Diversity and Equality Policy.

<b><u>Requirement:</u></b>	<b><u>Essential:</u></b>	<b><u>Desirable:</u></b>
<b>Education, Training and Qualifications</b>	The post holder will have: <ul style="list-style-type: none"> <li>▪ A relevant degree in business and/or marketing</li> </ul>	<ul style="list-style-type: none"> <li>▪ Fellowship of the Higher Education Academy</li> </ul>
<b>Skills and Knowledge</b>	The post holder will have: <ul style="list-style-type: none"> <li>▪ Competence in administration</li> <li>▪ Excellent communication and presentation skills and an ability to convey both simple and complex information and academic concepts</li> </ul>	
<b>Experience</b>	The post holder will have: <ul style="list-style-type: none"> <li>▪ Appropriate experience of marketing and business management</li> <li>▪ Experience of teaching business and marketing in higher education</li> </ul>	
<b>Personal Attributes</b>	The post holder will have: <ul style="list-style-type: none"> <li>▪ Excellent interpersonal skills to relate well to staff, students and external stakeholders</li> <li>▪ An ability to adapt and work flexibly to meet the demands of higher education and maintain an excellent student experience</li> </ul>	
<b>Abilities</b>	The post holder will have: <ul style="list-style-type: none"> <li>▪ An ability to work independently and as part of a team</li> </ul>	<ul style="list-style-type: none"> <li>▪ An ability to develop and foster students' learning skills.</li> </ul>
<b>Other Requirements</b>	The post holder will: <ul style="list-style-type: none"> <li>▪ Have a commitment to support the institution's equality and diversity policy</li> <li>▪ Have a commitment to support and uphold the <a href="#">International Chiropractic Education Collaboration</a> statement and educate students in a contemporary evidence based manner</li> </ul>	

**Contact with others - internal/external**

Regularly dealing with queries from students and assisting them in their development.

**Major problems/challenges**

Due to block placements, content will be repeated several times a year to ensure all students receive the unit content. Assessment will also occur in blocks. Due to this pattern of delivery asynchronous content will be required to support delivery.

**Physical conditions**

Based in an office within AECC University College and/or home working with face to face and online teaching and collaborative work.

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***NB: The purpose of the job description is to indicate the general level of responsibility of the position. The duties may vary from time to time without changing their general character or level of responsibility.***

AECC University College is committed to equality of opportunity and welcomes applications from everyone regardless of ethnicity, disability, gender, age, faith or sexual orientation.

If need for action or an opportunity is identified, this must be brought to the attention of the Chief Operating Officer. The Head of School will periodically review this job description and modify it to meet the changing demands of the University College and the department.