

Post/Job Title:	Lecturer (Academic) in Hospitality & Tourism Marketing Management
Postholder:	
Ref:	504233/FMG72
School/Professional Service:	Faculty of Management
Group/Section:	Department of Tourism & Hospitality
Location including building:	Dorset House, Talbot Campus
Normal hours per week:	Full-time (Some flexibility will be required in order to ensure that key time scales and deadlines are met)
Grade:	7
Accountable to:	Head of Department

Job Purpose

- To fuse education, research and professional practice in a synergistic manner and contribute to Fusion at BU.
- To demonstrate emerging evidence of educational delivery and good practice as defined in the Academic Career Framework.
- To develop an emerging body of published work relevant to own discipline both in terms of type and volume as defined in the Academic Career Framework.
- To make an emerging contribution to professional practice in own discipline at a local/regional level as defined in the Academic Career Framework.

NB. The balance of responsibilities may vary from time to time and will be reviewed as part of the appraisal and development process.

Main Responsibilities

Fusion and Values

- To fuse education, research and professional practice in a synergistic manner and contribute to Fusion at BU.
- To demonstrate emerging evidence of a team based contribution to Fusion within the relevant academic group/team where opportunities allow.
- To contribute to Fusion in accordance with the objectives of the University's Strategic Plan.

Education

- To demonstrate emerging evidence of educational delivery and good practice as defined in the Academic Career Framework.
- To make an emerging contribution, both as an individual and as part of a programme / framework team, to an enhanced student experience through educational enhancement activity as defined in the Academic Career Framework.
- To make an emerging contribution to curriculum innovation and use educational technology actively and effectively as defined in the Academic Career Framework.
- To make an emerging contribution to education within own discipline through both internal and external academic citizenship activities as defined in the Academic Career Framework.

Research

- To develop an emerging body of published work relevant to own discipline both in terms of type and volume as defined in the Academic Career Framework.
- To possess the potential to secure research funding as commensurate with discipline and career stage as defined in the Academic Career Framework.
- To aspire to post-graduate supervision as defined in the Academic Career Framework.
- To start to contribute to research within own discipline through both internal and external academic citizenship activities as defined in the Academic Career Framework.

Professional Practice

- To make an emerging contribution to professional practice in own discipline at a local/regional level through a programme of personal self-development as defined in the Academic Career Framework.
- To make an emerging contribution to professional practice in own discipline through engagement and thought leadership with business, industry and professional and governmental bodies at a local/regional level as defined in the Academic Career Framework.
- To disseminate research, academic learning or appropriate critical comment to external stakeholders at a local/regional level as defined in the Academic Career Framework.
- To make an emerging contribution to the organisation of professional practice activity within Bournemouth University as defined in the Academic Career Framework.

Other in relation to main responsibilities above

- Carry out Faculty administrative duties as required (see Academic Career Framework for typical outputs).
- Maintain personal and professional development in line with agreed appraisal and development programme in order to enhance personal knowledge and contribution to relevant activities.

Additional Information

NB: The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

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

All employees have an obligation to be aware of the Universities Environmental Policy, Carbon Management Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmental responsible manner.

August 2016



Person Specification

Job Title: Lecturer in Hospitality & Tourism Marketing Management Post No: 504233/FMG72

School / Service: Faculty of Management

Date: August 2016

SELECTION CRITERIA

**Essential /
Desirable**

Knowledge (including experience & qualifications)

Expertise in subject area – normally a Doctorate in a relevant area but qualified at least at Masters or equivalent level with a commitment to obtaining a relevant Doctorate within an agreed timescale. E

Relevant teaching qualification (e.g. Higher Education Academy (HEA) Practitioner or equivalent) or demonstrable teaching experience with a commitment to achieving the required Professional Standards for Teaching. E

Broad knowledge of subject area and contemporary issues. E

Growing reputation for excellence in learning and teaching; familiar with and enthusiastic about the concept of student centred pedagogy. E

Ability to use a range of learning and teaching approaches including use of ICT as appropriate. E

Ability to use a variety of assessment techniques. E

Ability to provide effective and sympathetic student guidance, supervision, support and assessment. E

Familiar with current developments in research and scholarship with ability to identify appropriate research options, methods and theoretical perspectives. E

Research active with some evidence of a body of published work and/or artefacts. E

Appropriate level of knowledge and skills to enable personal contribution to professional practice activities. E

Skills

Effective team working skills. E

Excellent communication skills E

Strong organisational ability E

Good academic research skills E

Practiced IT skills E

Attributes

Willingness to engage in the development of campus life. E

Strong commitment to an environment of academic excellence and student experience. E

Provide effective and sympathetic guidance, supervision, support and assessment of students. E

Self motivated. E

Evidence of good professional links with other organisations. E

Proactive and innovative. E

Evidence of planned personal development. E