

Course Leader, Marketing

We are one of the great British art schools: a specialist creative arts university that draws on nearly 180 years of history, with our focus on the future and the role of creativity in addressing global challenges and opportunities.



For further information about Norwich University of the Arts and our community please visit norwichuni.ac.uk

We celebrate diversity and believe it to be at the core of any creative endeavour. Whatever your background, identity and prior experience, wherever you are from, we want you to bring your whole self to work each day, in an environment that recognises your unique contribution.

In choosing to work at Norwich University of the Arts, you will join a community of creative academics, technicians and professional experts who are committed to delivering exceptional Creative Arts Education, Research and Knowledge Exchange. You will work in a stimulating and critically engaged workplace, where the creativity of all our students will develop because of your commitment.

With nearly 3,000 students and more than 700 dedicated colleagues, Norwich University of the Arts is proud to be a small university making a big impact. We are the only specialist creative university to achieve a triple gold rating in the Teaching Excellence Framework (TEF) and were recently named Arts University of the Year 2025 by the Daily Mail

We are in the Top 10 for Teaching Quality in the 2022 Sunday Times Good University Guide. We are the highest climber in the Complete University Guide 2023 – the highest-ranked specialist creative arts university outside London and were named University of the Year for Student Retention by the Sunday Times 2020 Good University Guide for the support we offer from pre-enrolment to post-graduation.

You will work in the heart of Norwich. We are proud of our award-winning campus, which has played a pivotal role in regenerating an exciting quarter of the city.

Our 21st century teaching spaces and workshops are housed in renovated buildings with Medieval, Victorian and Edwardian heritage. Norwich University of the Arts won the Outstanding Estates Strategy Award at the 2018 Times Higher Leadership and Management Awards.

In support of its new Strategy, the University has recently acquired a new building in the heart of Norwich. Bank Plain, a former bank, is an additional 37,000 sq. ft of space and an ambitious commitment to being a high profile, civic university championing the creative arts.

Ninety-four per cent of our graduates are in work or further study six months after graduation, and Norwich University of the Arts won a Guardian University Award for Employability and Entrepreneurship in 2019 for our innovative 'gamification' of careers advice. You will find our graduates in key positions across and beyond the creative sector and industries.

There are of course Oscar nominees and BAFTA winners but also rising stars who are honoured across the creative industries: from D&AD Pencil winners, to emerging fine artists, photographers and fashion designers.

We understand that making career choices requires careful consideration. We hope that as you learn about us you will be inspired by our ambitions for the future.

Professor Simon Ofield-Kerr, Vice-Chancellor, Norwich University of the Arts

Committed to

EQUALITY DIVERSITY

Norwich University of the Arts is committed to being an inclusive community that offers equality of opportunity and enables our staff and students to flourish and succeed, regardless of their background or personal circumstances.

Our commitment to equality, diversity and inclusion is embedded in everything that we do. We celebrate the diversity of our backgrounds, cultures and actions, promoting art and design as a catalyst of social change. As such, we are champions for the creative arts; empowering all of our students to be valued and productive members of society, with ambitions to change the world.

Situated in the historic city centre of Norwich, with an impressive estate that encompasses both historic buildings and brand-new state of the art facilities, the University is a vibrant community that forms the beating heart of the city and region's arts and cultural worlds.

We are seeking to appoint an experienced and dynamic academic to oversee the continuing development and delivery of our exciting new Marketing degree. The course forms part of our current undergraduate portfolio expansion which includes Business Management, Computer Science, Esports and Psychology. These courses will be distinctive in the market due to their alignment with Norwich's pedagogical approach to project centred learning and emphasis on critical problem-solving. In the first instance, the role holder will also have additional responsibility for overseeing BA (Hons) Business Management.

The postholder will work closely with the Associate Director to develop and launch the courses in September. The role includes leadership, management and promotion of the awards, contributing to teaching where appropriate within our marketing and business portfolio, and advancing pedagogy, research and knowledge exchange in the subject area.

You will be an enthusiastic leader with vision, insight, commitment, and skills to introduce Marketing within a creative arts university. You will have the ability to build practical marketing skills through real-world projects, focusing on current strategies, digital innovations, and cross-channel campaigns. Hands-on experience in overseeing marketing projects from initial concept through to successful implementation, together with a solid understanding of both traditional and modern marketing theories is essential.

A national profile as an educator, industry professional and/or researcher is essential. You will have a strong network of key partners and the ability to develop and deliver significant collaborative projects. Expertise in contemporary marketing practice and industry technologies is desirable. Experience of leading modules or year groups is essential, and we welcome applicants with experience of developing and delivering new awards.

The successful applicant will be an excellent teacher who puts inclusivity at the heart of their practice. You will be an advocate for your discipline, promoting the courses to prospective students and teachers, both at home and internationally. You will have the ability to work closely with a variety of internal and external stakeholders, bringing diverse voices into our student experience and ensuring the support we give our students is culturally competent. You will have the ambition to equip students with the social and cultural capital that will allow them to confidently grasp graduate-level opportunities and challenges.

The successful applicants will demonstrate excellent skills in organisation, management, team building and evidence of enhancing student educational experience and outcomes. A collaborative and collegiate approach to leadership and teamworking is an essential attribute for this role, which will require working closely with colleagues from other courses and departments.



Course Leader, Marketing

Full-time
35 Hours per week for 52 weeks per year

Salary
From £53,000 to £60,000 per annum

Closing date for applications: 30th June 2025 at 5pm

Interview date: 22nd July 2025



East Garth



Job Description

Course Leader, Marketing

Reporting to: Associate Programme Director – Business
Management, Marketing and Psychology

Job Purpose

- To provide leadership and management of designated course(s) in terms of teaching, learning and resources
- To develop one's own and support the team's research, knowledge exchange and creative practice activity within the discipline
- To design and deliver a contemporary, inclusive and innovative student experience which supports a diverse body of students in achieving excellence of practice and highly skilled employment and enterprise opportunities
- To contribute to fulfilling the strategic vision of the university through delivery of the operational plan

Duties and Responsibilities

Teaching, Learning and Assessment

- Take responsibility for the overall excellence of the teaching, learning and assessment practices of the course and course team
- Develop, implement and promote innovation, sustainability and inclusivity in curriculum
- design, learning, teaching and assessment
- Collaborate with industry, colleagues and students to develop a future-focused curriculum
- Act as a Subject Leader, Year Leader and/or Unit Leader as appropriate
- Design, prepare and deliver relevant and engaging teaching sessions
- Oversee fair, accurate and timely internal and external assessment processes
- Provide effective and timely two-way communications and feedback with students
- Provide Teaching, Learning and Assessment mentorship

Research, Knowledge Exchange and Creative Practice

- Take responsibility for the overall excellence of the research, knowledge exchange and creative practice within the course and course team
- Develop and implement a focused, ambitious and achievable personal development plan for research, knowledge exchange and/or creative practice
- Undertake research, knowledge exchange and creative practice that aligns to the strategic aims of the University and informs curriculum and teaching
- Develop, create and publish nationally and internationally recognised outputs
- Identify opportunities and funding, and contribute to, knowledge exchange and research opportunities and projects
- Build and maintain external networks with organisations, industry and other educational providers
- Provide Research and Knowledge Exchange mentorship

Organisation and Management

- Provide academic and managerial leadership, including undertaking Appraisal Development Reviews and identifying training and development needs.
- Oversee the promotion of your course(s) to potential applicants nationally and internationally
- Oversee recruitment of students, consciously working to meet recruitment targets
- Plan, coordinate and deliver the course timetable according to given parameters and timelines
- Prepare and undertake quality enhancement processes including annual monitoring and periodic review
- Manage and develop physical and human resources in liaison with relevant university departments
- Manage budgets effectively, ensuring value for money and a high-quality student experience.

Additional Duties

- Maintain an active approach to continuing professional development and stay abreast of developments within your discipline(s)
- Chair and/or participate in Committees, Boards and Working Groups as required
- Contribute to cross-university activities, particularly those that help facilitate delivery of the Strategic Plan
- Actively promote equality, diversity and inclusion
- Undertake any other appropriate duties as may be required by the Vice-Chancellor

Person Specification

Essential

- Hands-on experience in overseeing marketing projects to successful implementation together with a solid understanding of both traditional and modern marketing theories
- Experience of leading modules, units and/or year groups
- Vision, insight and commitment to the discipline and the future of studying it at university
- Proven ability in developing and delivering innovative learning and teaching strategies that promote an inclusive learning environment
- A national and/or international profile as a practitioner, researcher and/or industry professional
- An understanding of the professional and industry requirements of future graduates and a diverse and relevant industry network
- Excellent skills in organisation, management and team building with a collaborative and collegiate approach to leadership and teamworking
- Commitment to responsible and inclusive practices, and to equity, diversity and inclusion generally
- A postgraduate qualification in a relevant area and/or equivalent professional experience

Desirable

- Experience of developing and/or leading an award at HE level, or equivalent leadership experience
- Expertise in contemporary business and marketing practice (ethical marketing, corporate social responsibility, etc) and industry technologies (e.g. data analytics and digital platforms)
- Recognised teaching qualification/ Advance HE Fellowship



Project Hall, Bank Plain

Further Information

Equality, Diversity and Inclusion

It is important that our University community supports our policy on equality, diversity and inclusion and that each of us reflects this in the way that we work.

Health and Safety

We are all responsible for helping to make the University a safe and healthy place to work and study, ensuring that we are compliant with our Health and Safety Policy.

Policies and Procedures

We should keep up to date with the University's policies and processes which are usually available on our intranet, reflecting these in the way that we work.

Staff Development

Our performance and development activities include appraisal and development reviews, participation in learning and development, and a personal responsibility to maintain our own subject knowledge.

Confidentiality

We must maintain appropriate confidentiality in relation to our work and that of the University.

Variation to Job Description

We may vary your duties and responsibilities outlined in the job description to reflect the changing needs of the University.





General Information

Terms and Conditions of Appointment

On appointment, you will receive a full statement of terms and conditions for your role.

Duties

Your duties and responsibilities are outlined in the job description

Starting Date

This post is offered on an indefinite basis to commence once you are available.

Hours of Work

The standard hours of work for academic staff is not less than 35 hours per week and any additional hours as are necessary for the delivery of your duties and responsibilities.

Salary

The salary for this post is from £53,000 to £60,000 per annum.

Annual Leave

Your annual holiday entitlement will be 35 days, plus 8 statutory days. In addition, we may grant up to 4 concessionary days leave per year when the University is closed.

Pension

You will automatically join the Teachers' Pension Scheme. Benefits in this scheme are built up on a Career Average Revalued Earnings (or CARE) basis. The percentage contribution you will pay into the scheme will be based on your annual salary. The University will also contribute to your pension.

You can find out more about the pension scheme by visiting the Teachers' Pension Scheme website at www.teacherspensions.co.uk

Interview Expenses

Reasonable travel and incidental expenses will be reimbursed when agreed in advance in line with the University's Candidate Interview Expenses Guidelines which are available on request.

Offers of Employment

All provisional offers of employment are subject to evidence of eligibility to work in the UK, verification of qualifications, satisfactory references and medical assessment process.

If you are unsure of your right to work in the UK you can use the Gov.uk visa checking tool to establish your eligibility and options relating to visas.

Please be aware that all visa routes have their own eligibility criteria and not all roles/applicants will be eligible for sponsorship under the Skilled Worker visa route

Referees

References will not normally be taken up unless a provisional offer of employment is made.

All offers of employment are subject to receipt of satisfactory references covering current or most recent employment and the past three years of work.

Application and Recruitment Process

Job Description and Person Specification

Within this pack you will find the job description and person specification for the post for your consideration before you complete your application form.

The Job Description provides information about the main duties and responsibilities for the position. It also explains the purpose of the post.

The Person Specification sets out the experience, skills, abilities and characteristics to perform the duties in the job description.

We recognise that candidates may sometimes not meet all of our requirements. If you like what you've seen so far, we would still like to hear from you.

Application Form

We ask that applicants complete the application form in full and as clearly as possible.

You may, if you wish, submit a CV with your application form. However, we are unable to accept CVs without a fully completed application form.

The application form is the first stage in the recruitment and selection process and is a key element in being short-listed for an interview and the possible offer of a job.

Equal Opportunities Monitoring

As part of our commitment to equality, diversity and inclusion, we monitor the diversity of our workforce and applicants to help us review the effectiveness of our policies and procedures.

To help us with this, we ask that you complete the Equal Opportunities Monitoring section of the application form.

Submission of Application Form

Please submit both your completed application and EDI forms to jobs@norwichuni.ac.uk quoting reference 'A1129-1'

Please note that we can only accept forms in either PDF or DOC format.

The closing date for this vacancy is: 30th June 2025 at 5pm.

We regret we are unable to accept late applications.

Interview Arrangements

Interviews will normally be held on campus.

We will be in touch to let you know if you are shortlisted for interview.

The date of the interview will be: 22nd July 2025.

Due to the high volume of applications we receive we are unable to provide you with feedback.

If you are shortlisted, we will ask you to provide us with evidence of your eligibility to work in the UK.



We would like to take this opportunity to thank you for your interest in this position and wish you success with your application. If you have any queries regarding any aspect of the recruitment and selection process, please contact the Human Resources Team by emailing jobs@norwichuni.ac.uk



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