

Course Leader – Marketing and Business Management

We are one of the great British art schools: a specialist creative university that draws on our 180 years of history. As a university, we excel in our disciplines and understand powerfully the transformative potential of creative practice for individuals, communities and industries.



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

As we expand our specialist character and bring the power of creative, practice-based education to a wider range of subjects, 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 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.

We are the only specialist creative arts and design university to have achieved Triple Gold in the most recent Teaching Excellence Framework (TEF) and were named Arts University of the Year 2025 by the Daily Mail. In 2023, we were the highest climber in the Complete University Guide and recognised as the top specialist creative arts university outside London. This year, the Guardian University Guide 2026 ranked us as the highest-rated university in the East of England after the University of Cambridge.

You will work in the heart of Norwich. Our award-winning campus has played a key role in the regeneration of one of the city's most vibrant quarters. Our 21st-century teaching spaces and workshops occupy renovated buildings with medieval, Victorian, and Edwardian heritage. The University has recently expanded with Bank Plain, a 37,000 sq. ft city-centre building — a major investment that reflects our ambition to be a leading civic university championing creativity in all its forms.

Ninety-four per cent of our graduates are in work or further study within six months of graduating. Our innovative approach to employability and entrepreneurship has been nationally recognised, and our graduates hold key roles across and beyond the creative industries — from Oscar and BAFTA nominees to D&AD Pencil winners, fine artists, designers, and creative technologists. This track record gives us confidence that our success in graduate outcomes will continue as we apply our distinctive culture and practice to an expanding range of specialist subjects.

Creativity is not only what we teach but how we engage with the world. Through our Research and Knowledge Exchange Institutes, we lead cross-disciplinary projects that address social, cultural, and environmental challenges — from immersive digital experiences tackling climate change to arts-led initiatives in mental health. At the centre of this work is the Interactive Visualisation and Simulation Lab (IVSL), funded as part of the Creative Research Capabilities (CResCa) world-class labs programme.

The IVSL supports research into climate futures, virtual heritage, spatial computing, applied games, and virtual production. Our growing research reputation is also reflected in recent grants and collaborations, including a major award from the Water Restoration Fund (WRF). These achievements demonstrate our expanding contribution to creative innovation, cultural development, and social impact — shaping the future of creative higher education in the UK and beyond.

We hope that as you learn about us, you are inspired by our ambitions for the future.

Professor Ben Stopher,
Vice-Chancellor

Committed to

EQUALITY DIVERSITY

We are committed to being an inclusive community that offers equal opportunities to all and enables our staff and students to flourish and succeed, regardless of their background, perspectives or personal circumstances and based on merit. We seek to create a respectful environment that values difference and where ideas can be explored and discussed openly and constructively.

Through our teaching and creative practices, we promote art and design as a catalyst of social change. We are champions for the creative arts empowering all 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 committed academic to oversee the continuing development and delivery of our exciting new Marketing and Business Management degrees. These courses form part of our recent undergraduate portfolio expansion which includes Computer Science, Esports and Psychology and are distinctive in the market due to their alignment with Norwich's pedagogical approach to project centred learning and emphasis on world-changing through critical problem-solving.

The postholder will work closely with the Associate Director, Director and other Course Leaders in the Communication Design, Business and Psychology programme area. The role includes leadership, management and promotion of the awards; teaching across the programme according to specialist knowledge; and advancing pedagogy, research and knowledge exchange in the subject area.

You will be an enthusiastic leader with vision, insight, commitment, and skills to develop Marketing and Business within a creative arts university. Hands-on experience in overseeing marketing or business projects from initial concept through to successful implementation, together with a solid understanding of both traditional and modern marketing and business management theories is essential. You will have substantial knowledge of national and international developments in the sector and experience in developing networks between education and industry. A national profile as an educator, industry professional and/or researcher is essential. You will have a strong network of key partners and contemporary industry contacts, and the ability to develop and deliver significant collaborative projects. Experience of leading awards is desirable, as is expertise in contemporary business and marketing practice and industry technologies.

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.

If you would like to visit our campus and / or have an informal conversation about the role with the Director or Dean of Creative Education, please contact staffrecruitment@norwichuni.ac.uk



Course Leader – Marketing and Business Management

Full-time

No less than 35 Hours per week for 52 weeks per year

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

Closing date for applications: 23rd August 2026 at 11pm

Interview date: 8th September 2026





Job Description

Course Leader – Marketing and Business Management

Reporting to: Programme Director – Communication Design, Business 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, inclusivity and freedom of speech 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, inclusion, sustainability and freedom of speech principles
- Undertake any other appropriate duties as may be required



Project Hall, Bank Plain

Person Specification

Essential	Desirable
• Hands-on experience in overseeing marketing or business projects from initial concept through to successful implementation • A solid understanding of both traditional and modern marketing and business management theories • 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, inclusion and academic freedom and freedom of speech • A postgraduate qualification in a relevant area and/or equivalent professional experience • Commitment to achieving a recognised teaching qualification / Advance HE Fellowship	• 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

Further Information

Equality, Diversity and Inclusion

We are committed to being an inclusive community that offers equal opportunities to all and enables our staff and students to succeed regardless of their background, perspectives or personal circumstances and based on merit. We are committed to creating a respectful environment that values colleagues and students' differences and where ideas can be explored and discussed openly and constructively.

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

This role requires a significant on-site presence.

Your duties and responsibilities are outlined in the job description.

The role involves leading courses and awards within your area of expertise, which may vary over time to reflect the changing needs of the University.

Starting Date

This post is offered on an indefinite basis commencing as soon as possible.

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

Relocation

A relocation allowance may be available in relation to this role.

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

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 A1215.

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

The closing date for this vacancy is:
23rd August 2026.

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:
8th September 2026.

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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NORWICH
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OF THE ARTS