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**HERIOT-WATT UNIVERSITY MALAYSIA**

**Associate/Assistant Professor in Digital Marketing/Digital Business**

Heriot-Watt University has five campuses: three in the UK (Edinburgh, Scottish Borders and Orkney), one in Dubai and one in Malaysia. The University offers a highly distinctive range of degree programmes in the specialist areas of science, engineering, design, business and languages.

With a history dating back to 1821, Heriot-Watt University has established a reputation for world-class teaching and practical, leading-edge research, which has made it one of the top UK universities for business and industry. We connect with industry at every level and develop programmes to match their needs – so employers get work-ready industry-fit graduates.

Heriot-Watt is also Scotland's most international university, boasting the largest international student cohort.

We have an established set of values that help us to nurture innovation and leadership, and show our commitment to continuous improvement and development in all our activities.

For full details on our University please view our Careers at Heriot-Watt http://www.hw.ac.uk/about/careers-at-heriot-watt.htm

**About our Team**

Edinburgh Business School (EBS), the largest Business School in Scotland by student numbers, is part of the School of Social Sciences (SOSS) at Heriot-Watt University. We have staff across three campuses and deliver undergraduate and postgraduate taught and research degrees across a wide range of discipline areas. We also deliver one of UKs largest online MBA programmes as well as a number of specialist MSc programmes through a network of Approved Learning Partners. We have a vibrant research culture and an increasing portfolio of research funding across our four research centres.

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| **Job Description** |

Edinburgh Business School is seeking to recruit enthusiastic academics with experience of teaching and research. Successful candidates will be expected to build research over time. Successful candidates will also be expected to develop strong links to colleagues at the Dubai and Malaysia campuses to deliver high quality learning and teaching, to contribute to the continued development of the programmes offered to students, and to develop research in association with the Academic Schools in Edinburgh, Dubai and Malaysia

Postholders will be expected to have a broad knowledge of a range of topics within the sphere of Marketing, but we are particularly interested in those candidates who are very cognisant with the theory and practice of all aspects of Digital Marketing/Digital Business and an interest in research activities in those topic area.

The role will be based at the University's campus in Edinburgh. Programmes will be delivered in English and so fluency in English is essential. An induction programme will be delivered to all new academic staff on Heriot-Watt's standards and values, and to give practical experience on preparation, delivery and assessment of teaching.

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| **Key Duties and Responsibilities** |

1. Undertake teaching and assessment duties on academic programmes. Support colleagues in the Edinburgh Business School and other Schools at Heriot-Watt University in the delivery of courses and other activities to support the delivery of HWU's aims.
2. Develop relevant materials in appropriate formats for the above programmes. Contribute to the content, design and delivery of the curriculum, and the quality of teaching and learning, in consultation with colleagues and within the international structures and mechanisms established by the University. Review teaching design and delivery by obtaining and analysing feedback from students and peers. Support the accreditation processes of professional bodies.
3. Mentor and supervise students, including PhD students, providing effective, well documented and timely feedback, both formative and summative. Provide pastoral support, recognising when to refer a student for further support. Play a key role in the delivery and support of an excellent student learning and living experience at HWU.
4. Develop the level of subject expertise in line with latest development in research, and ensure these developments are reflected in teaching materials and methods.
5. Build and conduct research in one or more of the School's research areas at internationally competitive levels.
6. Develop and maintain strong links with business and industry, external organisations and the education sector.
7. Work collaboratively with colleagues in the UK, at other campuses, and with external networks both for the exchange of information, to share learning, and to form relationships for future collaboration.
8. Undertake a proactive role in promoting and marketing the University, ensuring the effective recruitment of students and the achievement of recruitment targets. Play a full role in Open Days and other student recruitment events.
9. Undertake leadership and administrative tasks associated with programme planning, preparation for examination boards and progression boards, etc, as instructed. Participate in relevant committees. Associate Professors will be expected to undertake additional leadership and management responsibilities.
10. Undertake continuous professional development (CPD) and participate in staff development activities.

*Please note that this job description is not exhaustive, and the role holder may be required to undertake other relevant duties commensurate with the grading of the post and its general responsibilities. Activities may be subject to amendment over time as the role develops and/or priorities and requirements evolve.*

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| **Contractual Information** |

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| **Company: Edinburgh Business School, Heriot Watt University****Job Title:** Associate/Assistant Professor**Reporting to:** Head of the Marketing Subject Group**Duration of post**: Permanent  | **Working Hours:** 35 hours per week, together with such additional hours as are necessary to ensure the efficient discharge of the duties of the post.**Salary:** Remuneration package will be commensurate with qualifications, work experience and skill set**Start Date:**  |

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| **Person Specification**  |

This section details the attributes e.g. skills, knowledge/qualifications and competencies which are required in order to undertake the full remit of the role.

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| **Attributes** | **Specific Requirements (if any)** | **Essential** | **Desirable** | **Means of Assessment** |
| Education & Qualifications |  | Master or equivalent in appropriate discipline. | PhD or equivalent in appropriate disciplineMember of appropriate professional bodyTeaching qualification or in the process of obtaining one | Certificates |
| Experience |  | Teaching experienceExperience of reviewing and updating teaching materialsClear communicator with good presentation skills, explaining concepts wellProven track record of research | Teaching experience at undergraduate and postgraduate level Experience of maintaining and developing new links with industryResearch supervision experienceSuccessful completion of funded research and/or funded knowledge exchange | Application form and interview |
| Competencies, Skills & Knowledge |  | Fluent (verbal and written) in English An ability to apply knowledge acquired from research into teaching materials and methodsWillingness and potential to identify and develop independent /collaborative portfolio of research |  | Application form and interview |
| Special Factors (if applicable) |  | Enjoys being part of a campus, developing the role as the campus grows, willingness to travel overseas if equired and willing to take a 'hands on' approach from the outset.  |  |  |

**Essential Criteria** – these are attributes without which a candidate would not be able to undertake the full remit of the role. Applicants who do not clearly demonstrate in their application that they possess the essential requirements will normally be eliminated at the short listing stage.

**Desirable Criteria** – these are attributes which would be useful for the candidate to hold. When shortlisting, these criteria will be considered when more than one applicant meets the essential criteria.

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| **Heriot-Watt University and Values** |

With a history dating back to 1821, Heriot-Watt University has established a reputation for world-class teaching and professionally relevant, leading-edge research, which has made it one of the top UK universities for business and industry.

We are a vibrant, forward-looking university, well known for the quality of our degrees with employers actively seeking out our graduates.  The Sunday Times newspaper awarded us the title of “Scottish University of the Year" for 2011-2012 and for 2012-13.

Heriot-Watt is also Scotland’s international university with an unsurpassed international in-country presence. We deliver degree programmes to circa 30,000 students in 143 countries around the world, have a further overseas campus in Dubai and boast the largest international student cohort in Scotland.

At Heriot-Watt we’ve created an environment that nurtures innovation and leadership - where our researchers, staff and students can realise their potential and develop their ambitions.

We are proud of our collegiate atmosphere and integrated teaching and research approach which has helped to build a community of committed academics and highly motivated students.  Our focus on careers delivers results and we’ve an excellent reputation for graduate employability.

In addition to the Edinburgh campus, we currently have campuses in the Scottish Borders, Orkney, Dubai and Malaysia.  For all of our campuses we aim to provide stimulating, supportive environments conducive to effective learning and research, where staff and students can excel.

At Heriot-Watt, we have an established set of values that help us to nurture innovation and leadership, and show our commitment to continuous improvement and development in all our activities.

Our values describe our deeply held beliefs and our community spirit. They characterise not only how we are as a higher education institution but also frame how we want to be.

Our values are:

* Belong
* Collaborate
* Inspire
* Celebrate

As learning, living and working institution, we use our values as the building blocks of how we go about doing our work and how we each conduct ourselves as members of Heriot-Watt University. They represent what binds us together as a University community and help us to become the best at what we do.

For full details on our University, please view our website <https://www.hw.ac.uk/about.htm>