

# Job Description

# Prifysgol Wreccsam Wrexham University



<b>Faculty/Department</b>	Faculty of Social and Life Science / Wrexham Business School
<b>Section</b>	Business
<b>Job Title</b>	Senior Lecturer in Business Data and Innovation
<b>Reports to</b>	Principal Lecturer
<b>Grade</b>	Senior Lecturer

## Job Overview

The post holder will teach on Wrexham University programmes, carry out research and scholarly activity and contribute to the management of these programmes as required.

Where appropriate, contribute to commercial and other income generation activity.

Contribute towards ensuring that academic quality and standards of the university are maintained and the student experience is continually enhanced.

## Job Purpose

Lead the design, delivery, and continuous enhancement of programmes that integrate business data, digital transformation, innovation and AI, and emerging technologies across all business functions. You will champion industry engaged learning and organisational innovation, and equip learners with the skills to make business data-enabled decision-making across sectors.

You will contribute to the Business School's vision and priorities in digital capabilities to support regional development, and industry-led curriculum design. You will design inclusive and engaging learning experiences which align with relevant regulatory and quality assurance frameworks.

You will develop curriculum-enhancing teaching and scholarship, lead pedagogical innovation and applied learning, and share your knowledge and research through conferences,

publications, sector networks and internal teams, advancing the Business School's reputation as a leading regional institution in this field. You will develop excellent working relationships and promote inter-disciplinary working. You will also make valued contributions towards the REF, research outputs, and maximise on funding opportunities to generate income.

Other responsibilities include:

Teach modules related to data, technology, and/or innovation. You will be collaborative and committed to empowering learners with future-ready skills.

Develop teaching capabilities around data ecosystems and digital literacy of business intelligence, analytical and visualisation tools such as Power BI, tableau, and python, and be highly competent in teaching these in a business context through the lens of storytelling, data modelling, predictive analytics and scenario planning.

Champion innovative practices in curriculum development, engaging in pedagogical scholarship and contribute to sector-leading teaching practice.

Build partnerships with industry, public-sector organisations, and innovative eco-systems to co-create learning opportunities, accelerate digital transformation skills, and enhance teaching, employability, and research impact.

Lead curriculum enhancement projects and live innovation challenges, focussed on employability, digital capability, and real-world problem solving.

Lead and deliver high-quality teaching across undergraduate and postgraduate programmes in finance and data analytics, finance, digital innovation, and emerging technologies.

Contribute to programme design and curriculum development, with a focus on applied learning, authentic assessment, and digital pedagogy.

Embed digital tools, blended learning, and interactive pedagogies across programmes.

Supervise undergraduate, postgraduate, and where able, doctoral students.

Make valued contributions to academic and professional leadership within the department, contributing to strategic initiatives and continuous improvement.

## Principal Accountabilities

- Be responsible for the design, delivery and ongoing evaluation of relevant modules, and programmes ensuring that departmental objectives and learning outcomes are met, and content is relevant and reflects current practice.
- Develop appropriate assessments which measure student performance and understanding, and ensure that learning outcomes have been met.
- Challenge ideas, foster debate and encourage students to develop skills in critical discourse and rational thinking.
- Use a variety of learning and teaching methods/materials (e.g. web-based and blended learning) in order to enhance the student experience.
- Assess and make sound judgments about student progress and feed back this information in a constructive, sensitive and honest way.

- Take responsibility for the pastoral care of students within a specified area, referring problems on where they are complex or serious.
- Act as a Programme Leader / or undertake a leadership role where appropriate
- Actively contribute to enhancing the student experience.

#### Research Activities

- Undertake research or other agreed scholarly activity in order to contribute to the development of the subject.
- Prepare proposals and applications to external bodies, as required, to secure research funding and to generate additional income for the University.
- Write and publish results of innovative research to further the University's standing in the HE sector and in the wider community.
- Use initiative, creativity and judgement in the development of appropriate research methodologies that further scholarly activities in the area.
- Act as a referee and contribute to peer assessment for appropriate journals, as required.
- Supervise the work of taught postgraduate and/or research students, as required, to support the development of student research skills.

#### Academic Enterprise

- Participate in the development of internal and external partnerships in order to disseminate information, share best practice, establish opportunities for collaborative work and enhance the reputation of the University.
- Participate in networks in order to facilitate the exchange of information and best practice.
- Build relationships with external agencies and contacts in order to identify sources of funding and engage in collaborative work or projects that will generate income and enhance the reputation of the University.
- Extend and enhance the work of the department by taking a lead role in promoting the programmes and in encouraging staff to develop innovative ideas/strategies to support student recruitment and retention.

#### Service Provision

- Manage the demands of teaching, administration, research and scholarly activity to ensure that competing deadlines are met.
- Design, review and adapt unit content by interpreting student feedback and pre-empting needs in order to make input to the overall development of the programme.
- Update and improve course documentation and guidance materials as appropriate, in order to enhance the student experience and support student progression.
- Identify gaps in course content and programme structure with colleagues and devise creative solutions which meet the requirements of overarching teaching frameworks.
- Proactively and effectively engage with quality assurance procedures, contributing to papers as appropriate, to ensure that University standards are upheld.
- Collaborate with academic colleagues on subject, unit, and programme development and delivery within the department, and contribute to departmental strategic decision making to ensure that the curriculum portfolio remains current and the assessment procedures are relevant.
- Co-ordinate student events, as required, ensuring the effective use of time and resources.
- Assist in appropriate pre-entry, recruitment, selection and admissions activities (including Open Days and Visit Days) in order to promote the department and gain a better understanding of student needs and expectations.
- Support University processes, procedures and initiatives, for example participating in or

chairing University committees, validation/accreditation panels and task and finish groups.

### Team Working

- Attend Faculty, Department and Programme meetings/boards, as required, in order to contribute to the decision-making process and to develop productive working relationships within and across teams.
- Introduce new starters to the department by providing support and training on the skills, processes, systems and activities that are specific to the department.
- Provide feedback to colleagues via peer mentoring schemes to support the development of self and others and to ensure the continuous improvement of departmental performance
- Coordinate others and plan assessment deadlines and specific teaching arrangements to ensure student needs and expectations are met and that time and resources are used effectively.

### Liaising and Networking

- Active engagement with professional and learned bodies e.g. participation in committees, working parties, conference/workshop organisation.

## **Personal Accountabilities**

- Take responsibility to promote high levels of customer care within their own areas of work.
- Take responsibility to engage with the University's commitment to delivering value for money services that optimise the use of resources and consider this when undertaking all duties and aspects of their role.
- Take responsibility for ensuring they have and continue to update their knowledge and skills to be effective in their roles.
- Participate in the PDR process, engaging in the setting of objectives in order to assist in the monitoring of performance and the development of the individual.
- Engage and participate in the Workload Allocation Model process to support the allocation of duties of the individual.
- Take responsibility for applying the University's Equal Opportunities Policy in their own area of responsibility and in their general conduct.
- Be required to undertake a specific Health & Safety role, commensurate with their grade, to support the University in meeting its statutory Health & Safety obligations. This could include acting as a DSE Assessor, First Aider, Fire Marshall or Departmental Safety Co-ordinator. The allocation of such roles will be subject to the provision of appropriate training and assessment of competence.
- With reasonable notice, be required to work at any of the University sites.
- Take responsibility to engage with the University's commitment to Environmental Sustainability in order to reduce its waste, energy consumption and carbon footprint.
- Undertake other relevant duties commensurate with the grade of the post as may be assigned by the Manager or University managers to support the development of the University. Such agreement should not be unreasonably withheld.
- Staff must be aware of the University's commitment to Sustainability
- All staff must promote healthy behaviour and positive mental health and wellbeing

## **Miscellaneous**

The University is a signatory to the Researcher Development Concordat and Research Integrity Concordat. The post holder is expected to adhere to the requirements of this provision.

## **Review**

This is a description of the job as it is presently constituted. This job description is intended to enable a flexible approach to be offered working across the University as required. It is subject to review and amendment in the light of changing needs of the University and to provide appropriate development opportunities. The procedure is conducted jointly by each manager in consultation with the individual whose job is being reviewed. All staff are expected to participate fully in such discussions. It is the University's aim to reach agreement to reasonable change, but if agreement is not possible, it reserves the right to insist on changes to the job description after consultation with the individual concerned.

# Person Specification

**Job Title:** Senior Lecturer in Business Data and Innovation

In order to be shortlisted you must demonstrate that you meet all the essential criteria and as many of the desirable criteria as possible. Where we have a large number of applications that meet all of the essential criteria, we will then use the desirable criteria to produce the shortlist.

<b>Selection Criteria</b>					
<b>Attributes</b>		<b>Item</b>	<b>Relevant Criteria</b>	<b>Identification Method</b>	<b>Rank</b>
1	Skills & Abilities	1.1	High level of written, oral and interpersonal skills.	A, I	E
		1.2	The ability to teach across the subject area and to contribute to teaching in the Institute and Faculty.	A, P, I	E
		1.3	Evidence of making a contribution in a research team and the ability to collaborate at different levels across an organisation.	A, I	E
		1.4	An ability to support students academically, professionally and pastorally.	A, P, I	E
		1.5	An ability to contribute to recruitment activities and retention activities to support business critical tasks (Contribute to open days, applicant visit days, clearing and student induction).	A, I	E
		1.6	The ability to demonstrate commitment to income generation for research and innovation in relevant subject area.	A, I	E
2	General & Specialist Knowledge	2.1	An understanding of research funding mechanisms and processes and demonstrate evidence of developing research objectives and proposals for own or joint research (maybe with the assistance of a mentor).	A, P, I	E
		2.2	Evidence of research work for publications which will contribute to the subject area or demonstrate the potential to achieve this standard of research.	A, P, I	E
		2.3	A commitment to research, enterprise and scholarly activity.	A, I	E

		2.4	Ability to supervise taught Masters, MPhil and PhD supervision.	A, I	D
3	Education & Training	3.1	An earned doctorate (or working towards) in a relevant subject discipline.	A	E
		3.2	Member of relevant professional or learned body.	A, I	E
		3.3	PG certificate in Teaching in HE, or commitment to undertake and achieve fellowship of HEA.	A, I	E
		3.4	Master's Degree in an appropriate discipline or commitment to working to achieve this.	A, I	E
		3.5	Must demonstrate commitment to continual professional development.	A, I	E
4	Relevant Experience	4.1	Previous experience of teaching or supporting students.	A, I	E
		4.2	Relevant postdoctoral experience.	A, I	D
5	Special Requirements	5.1	The ability to communicate through the medium of Welsh.	A, I	D
		5.2	Evidence of a commitment to continuous professional development.	A, I	E
		5.3	A publication record commensurate with a good level of research performance and stage of career.	A, I	E
6	Additional/ Amendments to Person Specification	6.1	Hold a PhD/ or be working towards achieving one.	A	D
		6.2	Be able to communicate through medium of Welsh or demonstrate a to commitment to learning Welsh	A, I	D
<b>Date of Revision</b>					

<b>Key</b>	<b>Identification Method</b>	<b>A</b>	Application Form
		<b>I</b>	Interview
		<b>T</b>	Test
		<b>C</b>	Copy of Certificates
		<b>W/L</b>	Workshop/Lecture
		<b>P</b>	Presentation
		<b>G</b>	Group Assessment
	<b>Rank</b>	<b>E</b>	Essential
		<b>D</b>	Desirable

Our Values. **Excellence.** Click to view.

Our Values. **Inclusion.** Click to view.

Our Values. **Collaboration.** Click to view.

Our Values. **Transformation.** Click to view.

Our Values. **Sustainability.** Click to view.