

## JOB DESCRIPTION

### 1. JOB DETAILS:

<b>Position Title:</b>	<b>Head of Program (Academic)</b>
<b>Reports to:</b>	<b>Deputy Vice Chancellor – Academic Affairs</b>
<b>Department</b>	<b>Marketing, Communication and Media</b>
<b>Location:</b>	<b>Abu Dhabi, UAE</b>
<b>Prepared / Revised on:</b>	<b>January 2025</b>

### 2. JOB PURPOSE / ROLE:

To lead and manage the program Master in Marketing, Communication, Media, in collaboration and alignment with CELSA – Sorbonne Université, oversee curriculum development, and ensure the effective delivery of education in the program while managing resources and budgets. To foster high quality teaching, promote scholarly research and student engagement.

To teach students on undergraduates and postgraduate Academic Programs, ensuring appropriate support is provided and high-performance levels achieved and actively participate in the development of the research activities led in the framework of the institution.

### 3. JOB DIMENSIONS

<b>Number of Staff Supervised:</b>	<b>Direct Reports:</b>	<b>TBC</b>
	<b>Total:</b>	<b>TBC</b>

<b>Key Priority</b>	<b>Key Activities</b>
▪ Strategy	<ul style="list-style-type: none"> <li>▪ Set an overall direction and vision for the program through developing long-term strategy for the program in line with SUAD's strategic objectives and educational standards.</li> <li>▪ Contribute to the elaboration of strategies related to a continuous education programs linked with the fields of the MCM program.</li> </ul>
▪ Leadership	<ul style="list-style-type: none"> <li>▪ Represent the Program on relevant committees and councils in order to ensure appropriate governance and progress at SUAD.</li> <li>▪ Ensure that all direct reports are aware of what they are required to achieve and how they are performing against their objectives.</li> <li>▪ Manage the day-to-day operations of the program providing guidance, encouraging teamwork and facilitating related professional work processes in order to achieve high performance standards.</li> </ul>
▪ People Management	<ul style="list-style-type: none"> <li>▪ Manage the academic team including teachers and coordinators as a Line manager.</li> <li>▪ Recruit and hire qualified faculty, in collaboration with CELSA, conduct performance evaluations, provide mentoring and professional development opportunities..</li> <li>▪ Select the VPs with the support of CELSA ensuring that the qualification and competencies' requirements are met, supervise the logistical aspects of their mission and ensure that they have all the necessary tools and support to perform their mission.</li> </ul>

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<ul style="list-style-type: none"> <li>▪ Budgeting</li> </ul>	<ul style="list-style-type: none"> <li>▪ Collaborate with Finance Department to develop an annual budget that aligns with the programme's goals, priorities, and strategic objectives.</li> <li>▪ Oversee the allocation of financial resources within the program, ensuring that funds are allocated efficiently and effectively to support key activities.</li> <li>▪ Monitor program expenditures throughout the fiscal year and take proactive measures to control costs, address budgetary discrepancies, and reallocate resources as needed.</li> <li>▪ Provide regular reports with accurate data required to build the programme budget and assessment of its utilization.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Academic Programs</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ensure the courses are delivered in line with high quality standards with the involvement of Visiting professors and resident faculty and part-timers.</li> <li>▪ In collaboration with the Deputy Vice Chancellor for Academic Affairs and Academic Council, select new academic, and continuous and executive education programs which have been identified as potential opportunities for the University based on market intelligence, in order to present to management for review and approval.</li> <li>▪ Act as an intermediary and facilitate collaboration between Sorbonne University (SU) and SUAD to oversee the development, deployment, and validation of new programs.</li> <li>▪ Oversee the Academic Program' operations, resources and income generation in order to deliver the University's overall goals and objectives.</li> <li>▪ Review and endorse the content of the Academic Program, including adaptation for the Middle East and ensuring alignment with the stipulations from Sorbonne University (SU).</li> <li>▪ Ensure regular review of the Academic Program results and make conclusions and assumptions to measure the success thereof in order to plan and implement further improvements to achieve optimal results.</li> <li>▪ Foster innovation in teaching methods and integrate emerging technologies into academic programs.</li> <li>▪ Foster collaboration and encourage scholarly research for students.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Administrative</li> </ul>	<ul style="list-style-type: none"> <li>▪ Collaborate with the Academic Coordinator to coordinate teaching requirements, such as lesson schedules; teaching materials; submission of student assessments; addressing student special needs for testing etc.</li> <li>▪ Work with relevant departments to support the development and implementation of University functions, such as Student Recruitment; Admissions; Library learning resources; IT teaching technology etc.</li> <li>▪ Coordinate teaching program with relevant faculty staff to ensure the course complements other courses taken by students.</li> <li>▪ Invigilate examinations when required, to ensure that exams are carried out according to the rules set out by the exam board; allow each candidate to sit the exam in the same conditions; and control cheating.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Quality Assurance &amp; Accreditation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ensure compliance of Academic programs with accreditation standards set forth by relevant accrediting bodies or organizations.</li> <li>▪ Prepare the data and consolidate the needed institutional documents to complete the Accreditation process for Academic programs and substantive or minor change application process.</li> <li>▪ Maintain accurate documentation of accreditation-related activities, including curriculum maps, assessment results, and accreditation reports.</li> <li>▪ Participate in accreditation reviews and CAA visits.</li> <li>▪ Implement quality assurance practices in the programme and establish clear standards and expectations for program content, curriculum, teaching methodologies etc.</li> <li>▪ Develop and implement policies and procedures that outline the programme's approach to quality assurance.</li> </ul>

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▪ Student Recruitment	<ul style="list-style-type: none"> <li>▪ Participate in the development of the Student Recruitment Strategy for the programme in collaboration with communication and recruitment teams.</li> <li>▪ Participate in the promotional campaigns to showcase the programme's offerings and achievements.</li> <li>▪ Collaborate closely with the university's admissions office to streamline the recruitment process and ensure a positive experience for prospective students.</li> <li>▪ Represent the program at recruitment events, conferences, and industry forums to network with prospective students, educators, and professionals and promote the programs and initiatives related to it.</li> </ul>
▪ Student Counselling/ Advice	<ul style="list-style-type: none"> <li>▪ Provide academic and career advice to students according to their academic or personal needs, within own level of competence. If necessary, refer them to the appropriate authority for further help or guidance e.g. Business Liaison &amp; Career Advisor, Student Counsellor and/or a relevant University staff member.</li> <li>▪ Handle students' appeals and complains in relation to the pedagogical and academic aspects and participate in the disciplinary committees.</li> </ul>
▪ Lecturing	<ul style="list-style-type: none"> <li>▪ Deliver teaching courses to facilitate student learning outcomes and aim for teaching excellence for the programme, including but not limited to preparing teaching material in advance; communicating subject matter in a way students can understand; observing student progress and learning styles; reacting appropriately to students needs; responding, where appropriate, to student questions outside class times; preparing for contingencies in course delivery etc.</li> <li>▪ Conduct assessment of the students' work to determine whether the students have achieved the desired standards for progression in their studies or award of a qualification and providing feedback designed to develop and motivate student learning and addressing issues if required.</li> </ul>
▪ Research	<ul style="list-style-type: none"> <li>▪ Conduct collective and individual research within the field of interest in order to satisfy the strategy of the University and research objectives given by the Research Council and enhance the University's reputation, including but not limited to: determining relevant research objectives, initiating and implementing a research project and managing timeframes; resources; materials, finance, equipment etc., in order to achieve the research objectives.</li> <li>▪ Write-up research work appropriately for publication to disseminate ideas and results to the wider community and participate in presentations and conferences to establish and maintain network contacts, raise the profile of the research and University and keep up-to-date with recent developments.</li> <li>▪ Identify appropriate sources of funding and prepare research proposals in order to obtain the financial support needed for the research project.</li> <li>▪ Supervise undergraduate and postgraduate research students to assist in the development of their research skills and fulfil the research requirements of their degree qualification</li> </ul>
▪ Contribution to Profession and Community	<ul style="list-style-type: none"> <li>▪ Participate in professional activities, such as refereeing of papers; editing journals; external examining; organizing workshops or conferences; involvement with professional bodies on accreditation; committees; consulting to private companies and public organizations etc., in line with SUAD policies and procedures.</li> </ul>
▪ Policies and Procedures	<ul style="list-style-type: none"> <li>▪ Follow programme's policies, processes, standard operating procedures and instructions so that work is carried out in a controlled and consistent manner.</li> </ul>
▪ Related Assignments	<ul style="list-style-type: none"> <li>▪ Perform other related duties or assignments as directed by the Line Manager.</li> </ul>

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### 5. QUALIFICATIONS, EXPERIENCE, & SKILLS:

#### **Minimum Qualifications:**

- PhD is mandatory (granted by Gov. body when available from home-country, CNU approval is mandatory if qualification was obtained in France).

#### **Minimum Experience:**

- 5 to 8 years teaching and research experience in higher education sector including PhD experience

#### **Job-Specific Skills:**

- Leadership and Management skills
- Communication & Interpersonal skills
- Knowledge of the higher education sector and related policies in Abu Dhabi or French Higher education system
- Planning and organizing skills
- International Individual and Collective Research skills and experience
- University lecturing skills and knowledge
- Advanced mastery of innovative pedagogical skills and knowledge of University learning resources and technology including Microsoft Office programs and online platforms
- Languages: English and French are mandatory; Arabic is an added value