University of East Anglia Norwich

# LECTURER IN GLOBAL DIGITAL MEDIA INDUSTRIES

## Faculty of Arts and Humanities

**ATS1385**

**CANDIDATE BROCHURE**

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# WHAT MAKES UEA SO SPECIAL?

The University of East Anglia is a publicly funded major UK research and teaching university. It was built to embody a radical new vision for higher education, where interdisciplinarity is crucial and excellence in both research and teaching is valued. UEA consistently ranks within the top quarter of universities in the UK for the quality of research and teaching.

As a major regional employer and cultural centre, we take our regional civic responsibilities very seriously and have kept our sights on the people and place we call home. In fact, we launched our University Civic Charter in October 2023; created from in-depth community engagement, renewing our commitment to the region as part of our 60th anniversary.

There are many things which make UEA special, not least of which is the community of staff and students that work and study here. UEA includes three Nobel prize winners, including Sir Paul Nurse and Sir Michael Houghton, and many fellows of the Royal Society and British Academy amongst our alumni and current staff.

Our campus is home to Sir Denys Lasdun's iconic brutalist architecture set in hundreds of acres of beautiful country park that includes a large broad (lake). In the spirit of Lasdun's ambition to inspire an anatomy of ideas, today, UEA is tackling some of the key challenges of the changing world. UEA's research combines disciplines and breaks new boundaries across its priority research themes of climate, creative and health.

UEA is the place where global warming was first documented. Since the 1970s, UEA's Climatic Research Unit, and more recently Tyndall Centre for Climate Change (Headquarters hosted at UEA), have played a pivotal role in developing temperature records and climate models, contributing to the understanding of climate change, and informing global policy. Many UEA scientists have played significant roles in the Intergovernmental Panel for Climate Change (IPCC), which was jointly awarded the 2007 Nobel Peace Prize for its efforts to increase public knowledge of anthropogenic climate change. Environmental Science and Global Studies at UEA continue to be a major powerhouse for research and teaching.

UEA is widely regarded as a pioneer in creative writing, having established the UK's first Creative Writing Masters programme in 1970. This renowned programme has since attracted and produced numerous successful writers, including Booker Prize winners such as Ian McEwan and Anne Enright, and Nobel Prize Winner Sir Kazuo Ishiguro. In recent years, UEA academics have played a pivotal role in the discovery and presentation of the Gloucester Royal shipwreck (Norfolk's Mary Rose). Our iconic Sainsbury Centre for Visual Arts is a major museum and arts research facility.

Health research at UEA not only embraces the Faculty of Medicine and Health but draws in research from both social and natural sciences. Research under this theme has made major contributions in the fields of healthy ageing, epidemiology and involving citizens (via our innovative Citizens' Academy) in improving health care outcomes. This theme benefits from close association with the other major research institutes on the Norwich Research Park; notably the Norfolk and Norwich University Hospital and the Quadram Institute. The Norwich Cancer Research Network, and Norfolk Institute for Healthy Ageing, are examples of key mechanisms for delivery of real impact from health research at UEA.

UEA has been a major success over the last 60 years and looks forward with confidence to the next 60 years.

**For an informal discussion about the post please contact Dr Thomas Roebuck, Associate Dean Portfolio and International Recruitment, via T.Roebuck@uea.ac.uk.**

## UEA is part of the Norwich Research Park

Norwich Research Park (NRP) membership locates UEA in one of the largest concentrations of research institutes in the whole of Europe – four independent internationally-renowned research institutes: John Innes Centre, Quadram Institute, Earlham Institute and The Sainsbury Laboratory; with the University of East Anglia and Norfolk and Norwich University Hospitals NHS Foundation Trust, supported and funded by The John Innes Foundation, The Gatsby Foundation, and UKRI Biotechnology and Biological Sciences Research Council.

The NRP provides an ideal environment for collaborative use of infrastructure and facilities, with a single portal for academics and businesses to access the specialist facilities across the Park.

The Enterprise Centre is a regional business, knowledge and innovation hub, with workspace provision and supports over 80 businesses working alongside UEA staff and students in a dynamic and vibrant entrepreneurial community. On the wider NRP, there are dedicated laboratory and office spaces in the Innovation Centre and Centrum hosting over 600 staff within a total of 115 businesses and spinouts.

# ABOUT THE CUCN-UEA DIGITAL CREATIVITY INSTITUTE (DCI)

The CUCN-UEA Digital Creativity Institute is a Joint Education Institute (JEI) at the forefront of UEA's strategic ambitions to develop high-quality Transnational Education (TNE) partnerships. Its focus is on delivering cutting-edge arts and media degrees suited to the rapidly changing demands of the global creative industries in the age of AI.

Communication University of China, Nanjing (CUCN) is an 'application oriented' (i.e. practical and career-focussed) university specialising in Media and the Creative Arts in China's UNESCO City of Literature, Nanjing, located in one of the wealthiest provinces of China, Jiangsu. Founded in 2004, CUCN is the top private arts institution in China.

UEA's Faculty of Arts and Humanities (HUM) has built a strong relationship with CUCN over the last five years via staff and student exchange. This Joint Education Institute was approved by China's Ministry of Education on 31 December 2025.

The Institute is a powerful statement of the vital importance of human creativity in the age of AI, and creative human-AI collaboration will be one of the Institute's distinctive focusses. Its degrees have been designed with a strong emphasis on interdisciplinarity and industry-integration, in line with the strategic direction of Chinese Higher Education. The Institute's ambition is to become a bridge between the creative industries in China and the UK, and an opportunity for UEA to expand its strong profile in media, creative arts and creative technology education in East Asia.

The first cohort of some 300 students will register (with both universities) in September 2026 on three, four-year programmes, leading to awards from both CUCN and UEA.

# THE ROLE

To deliver lectures and seminars, carry out teaching-related duties, and undertake essential academic administrative work within the CUCN-UEA Digital Creativity Institute.

## KEY RESPONSIBILITIES

### TEACHING

- Teach through lectures, seminars, and hands-on workshops, primarily on undergraduate programmes.
- Plan and prepare teaching activities effectively across the academic cycle.
- Organise modules, collaborating with colleagues where appropriate.
- Develop and enhance teaching and learning materials.
- Undertake administration and academic duties including examination setting, marking, additional assessments and pastoral support.
- Take responsibility for module delivery and assessment, ensuring content reflects current academic standards.
- Assess students through a variety of approved assessment methods.
- Shape the development of BA Media Studies (UEA Award) / BA Internet and New Media (CUCN Award), one of three degrees offered at CUCN-UEA Digital Creativity Institute.

### ACADEMIC ADMINISTRATION

- Undertake administrative duties supporting quality teaching activities as required by the Deputy Dean.
- Contribute to University (UEA and CUCN) development through committee work and governance activities.
- Take responsibility for the management and administration of personal academic contributions.

### GENERAL RESPONSIBILITIES

- Promote Enterprise and Engagement across academic, business, community and public sectors.
- Attend relevant meetings and remain informed of developments in teaching and learning Engage in continuous professional development activities.
- Contribute to quality audits and assessments within higher education.
- Undertake approved external commitments that enhance the University's reputation.
- Contribute to student focused events and other comparable duties as reasonably requested.
- Support the continuous development and implementation of the partnership's objectives.
- Promote and uphold the UEA Values.
- Comply with all relevant University regulations and policies.
- Maintain strict confidentiality in all aspects of the role.
- Contribute to Admissions activities and support the promotion of the CUCN-UEA Digital Creativity Institute at Open Days or other related events.
- Taking responsibility for managing your own work objectives, professional development, belonging and wellbeing.

# THE PERSON

## EDUCATION, EXPERIENCE AND ACHIEVEMENTS

- Master's degree or PhD in Media Studies, Digital Media, Creative Industries, Communications, Cultural Industries, or a related discipline (E)
- First degree (or equivalent) in a relavent subject area (E)
- Experience of student assessment including coursework, examinations and dissertations (E)
- Proven experience of high-quality teaching relevant to the subject (E)
- Experience of teaching media, communication, digital media, or related subjects in higher education (E)
- Experience of course construction and planning (D)
- A relevant internationally-recognised teaching qualification, or willingness to work towards one (D)
- Ability to teach creative practice (D)

## SKILLS AND KNOWLEDGE

- Expertise in relevant subject areas (E)
- Effective teaching and presentation skills (E)
- Strong demonstrable organisational and workload management skills (E)
- Strong demonstrable administrative and prioritisation skills (E)
- Excellent interpersonal skills; ability to establish and maintain good working relationships at all levels (E)
- Strong verbal and written communication skills (E)
- Competent IT skills (E)
- Ability to work to deadlines (E)
- Effective use of IT for teaching and learning (E)
- Ability to work collaboratively (E)
- Ability to use initiative (E)
- Excellent written and verbal communication skills in the English language. Your proficiency and ability will provide effective communications on all correspondence platforms for a wide range of audiences and stakeholder (E)
- Knowledge and understanding of media industries and their economic, cultural, and technological foundations (E)
- Knowledge and understanding of digital transformation across contemporary media industries (E)
- Knowledge of media industries in China and East Asia (D)
- Knowledge of the technological, regulatory and innovation landscape for computing and digital technologies in China (D)
- Understanding of research methodologies used to understand the media industries and media audiences (D)

## PERSONAL ATTRIBUTES

- Demonstrates UEA Values and behaviours (E)
- Willingness to adapt and develop work practices (E)
- Proactive, self-motivated and able to work independently (E)
- Confident, articulate and credible (E)
- Able to maintain confidentiality (E)
- The ability to take responsibility for managing your own work objectives, professional development, belonging and wellbeing (E)

**Essential Requirements (E)** are those, without which, a candidate would not be able to do the job.

**Desirable Requirements (D)** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

# FURTHER INFORMATION

The post is available from 4 January 2027 on a full-time basis for a fixed term period of 3 years.

Salary will be £48,822 to £56,535 per annum on Grade 8 on the single salary spine.

Relocation expenses are reimbursable under certain conditions.

**Place of Work** - This role will be based in Nanjing City, Jiangsu Province, China at the Communication University of China, Nanjing.

If successful, you will need to obtain the right to work in China. If you require a visa to work in China, the University will provide support to help you secure the necessary permission.

The post is superannuable under the Universities Superannuation Scheme and there is an annual leave entitlement of 30 days plus statutory (8 days) and customary (6 days) holidays. The University is committed to creating an environment where the health, welfare and safety of all students and staff is of paramount importance. The University's Safeguarding Policy addresses both child protection and safeguarding children, young people and vulnerable adults within the work of the University. Appointment will be subject to satisfactory pre-employment checks, which may include an Occupational Health assessment.

Information on the benefits of working at UEA can be found at https://www.uea.ac.uk/about/working-at-uea.

If you require the information contained within this candidate brochure in a different format please email staff.recruitment@uea.ac.uk

## HOW TO APPLY

To apply for this vacancy, please follow the online instructions at: https://vacancies.uea.ac.uk

The closing date for this role is 11:59pm on **29 October 2026**.

Please note that the application form contains an Equal Opportunities section which must be completed. The Equal Opportunities information will not be made available to the selection panel and will not form any part of either the short-listing or decision making process.

It is anticipated that presentations and interviews will take place on **12 November 2026** and we will inform you of the outcome of your application prior to this date.

Reasonable travel and incidental expenses incurred in attending the interview will be reimbursed, subject to qualifying criteria (please ensure that you keep all receipts). Please note that if you are offered a post and decline the offer, travel and incidental expenses will not be reimbursed.

# ABOUT THE FACULTY OF ARTS AND HUMANITIES

Our Faculty offers a vibrant and stimulating learning environment for staff and students alike. We play a vital role in the wider university through a distinctive agenda around research and teaching: we explore the very essence of life – the past and present condition of humanity, and its possible and probable futures. Through our cutting-edge interdisciplinary teaching and research, we aim to transform the lives of our students, and this work has a tangible cultural legacy which is internationally significant. The Faculty's global reputation helped make Norwich England's first UNESCO City of Literature and it attracts writers of all kinds from around the globe.

Our Faculty is a place that hones creative excellence – proud UEA graduate and Nobel Laureate Sir Kazuo Ishiguro is testament to that – but is also one that provides our graduates with the skills to prosper across many professions. Our drama and multi-media studios, historical archives and collections, translation centre, the Sainsbury Centre for Visual Art – these are the labs in which discoveries are made and careers launched.

We create opportunities for ground-breaking exploration, working closely with a wide range of colleagues in other Faculties across the world, and with our regional partners. We have specific thematic interests in global perspectives, digital creativity and creative health, gender and identity, creative and cultural industries and heritage, as well as global justice and social responsibility.

The Faculty is led by Pro-Vice-Chancellor Professor Catherine Richardson, who works closely with the Faculty Executive Team sharing responsibility for Research; Innovation and Engagement; Learning and Teaching and Student Experience; Postgraduate Research; Admissions and Internationalisation; and Employability.

Our aim is always to offer a nurturing, transformative experience to our students, developing their creative and critical skills so that they excel academically and thrive personally. Together, we make our mark on a fast-changing world.

Information about the Faculty can be found here: https://www.uea.ac.uk/about/faculties-and-schools/faculty-of-arts-and-humanities

We are committed to fostering an academic culture of dignity and respect. We are committed to ensuring that academic staff are supported at all stages of their careers with support for Early Career Researchers a particular priority. In research, we achieved outstanding results in REF2021, our collective performance being the 5th strongest among Arts and Humanities Faculties submitted to Panel D.

You can discover more about our Faculty research here: https://www.uea.ac.uk/about/faculties-and-schools/faculty-of-arts-and-humanities/research

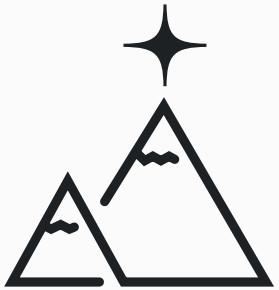
More information on our facilities and archives can be found here: https://www.uea.ac.uk/about/faculties-and-schools/faculty-of-arts-and-humanities/facilities-archives-collections

# OUR VALUES

Shaped by staff, our UEA values represent a core set of standards for how we behave as an employer, drive excellence in teaching, learning and research, and collaborate as an anchor institution in our local community.

From tackling global challenges, striving for student and staff success, and creating a vibrant inclusive environment, our values are what unite us.

- AMBITION
- COLLABORATION
- EMPOWERMENT
- RESPECT



## AMBITION

**We are ambitious for our future success.**

We are forward-thinking and brave in our approach and decisions. We make space for innovation and creativity, seizing opportunities that are responsible and sustainable. We are ambitious for the advancement of education and research.

## COLLABORATION

**We are collaborative in our approach.**

We work together with shared purpose. We build connections, share ideas and develop new networks. We champion our regional, national and global relationships and demonstrate that together we can achieve greater goals and positively influence the world around us.

## EMPOWERMENT

**We empower ourselves and each other.**

We develop ourselves and others, trusting people to make decisions based on their expertise and knowledge. We continually improve systems and processes to support us in working in an agile and efficient way.

## RESPECT

**We respect each other.**

We treat everyone with respect and dignity. We value diversity and foster a community where people can express different thoughts and views. We are open to challenge, so we can learn and improve. We encourage a positive, inclusive environment where everyone has opportunities to fulfil their potential.

# Leadership Framework

University of East Anglia Norwich

**Leading Self**
(Take action)

Role model the values
Act with integrity
Own your actions

The leadership practice of leading yourself means role modelling the UEA values, acting with integrity in everything you do and taking responsibility for your actions.

Leading Self involves being accountable for your professional development; that may include development that supports you with performance in your current role or looks at developing skills that prepare you for future opportunities.

**Leadership approach – Values Based**

**Leading Others**
(Inspire the team)

Engage the team
Empower, coach and develop
Create a feedback culture

The leadership practice of leading others means, inspiring, engaging and motivating other individuals (or a team) to work cohesively and to perform well.

Leading Others involves being accountable for the direction, development, encouragement, support and performance of other people. This may mean you are responsible for leading others through developmental and/or transitional change.

**Leadership approach – Developmental**

**Leading The University**
(Imagine future success)

Drive strategic development
Be bold
Review and evaluate progress

The leadership practice of leading the university means imagining sustainable future successes for the university and translating that vision into strategic objectives and goals that teams can work collaboratively on delivering.

Leading The University involves being accountable for the strategic direction and development. It requires a clear vision, direction and bold decision making. You may be responsible for leading the University through systemic or transformative change which will involve robust review and evaluation processes.

**Leadership approach - Adaptive**

# ACCOLADES

- Queen's Anniversary Prizes for Higher and Further Education have been awarded to UEA for international development studies (2009), creative writing (2011) and environmental sciences (2017). Notable alumni include Sir Paul Nurse (1973, Nobel Prize for Medicine 2001), Sir Kazuo Ishiguro (1980, Nobel Prize for Literature 2017), Sir Michael Houghton (1972, Nobel Prize for Medicine 2020) and Sarah Gilbert (1983) who led the Oxford University team to develop a COVID-19 vaccine, approved in 2020.
- Our Doctoral College, established in 2018, hosts six Doctoral Training Partnerships and integrates Faculty and School provision for 1600 Postgraduate Research Students (including those from across the Norwich Research Park), enabling collaboration and innovation.
- We recognise our global impact and were one of the first universities to declare a climate and biodiversity emergency in June 2019. Our sustainable campus, including over 50 acres of environmentally valuable parkland, is constantly evolving with ambitions to be 100% net zero by 2045 or sooner.
- UEA is a University of Sanctuary, an accreditation given to universities that show an ongoing commitment to creating a welcoming culture of inclusivity and awareness.
- UEA was awarded the Silver Athena SWAN Award in 2019, and all our Schools hold awards at Bronze or Silver.

**A vibrant place to study, learn and work, UEA is a very special place.**

# A SUSTAINABLE UNIVERSITY

At UEA, we are now working to create a university that will be even better in the future, and we are working to achieve net zero carbon by 2045 (or earlier). Our Sustainable Ways vision is one of a resilient university – where consumption is efficient and self-generated energy supports low carbon goals, supported by a vibrant community of world-leading researchers and inspired graduates.

At a basic level, our sustainable development means that we try to balance the 'three pillars' of environmental, economic and social elements.

We challenge our environmental impact through on-site energy generation and a district heating and cooling network, reducing our reliance on grid electricity and therefore fossil fuels. We promote and use recycled and 'eco' products such as biological cleaning materials. We champion local suppliers and ethical causes, including Fairtrade and vegan products. We seek to ensure value for money in a holistic, whole-life costing sense in our new buildings and procurement contracts.

## OUR INITIATIVES

Central campaigns, such as holiday shut-downs or awareness day events, support a whole-University approach to energy saving and other initiatives.

Follow us on X @SustainableUEA

An internationally renowned university, UEA is ranked 26th in the UK (Complete University Guide 2026) and is in the UK Top 25 for research quality (Times Higher Education Rankings 2026) reflecting the international excellence of its research environment. We are in the World Top 60 (QS World Rankings for Sustainability 2025) and the World Top 9th for reduced inequalities (Times Higher Education Impact Rankings 2026). The University holds UK Teaching Excellence Framework Silver status.

## Equality, Diversity, Inclusion and Wellbeing

The University is committed to diversifying its workforce and to the wellbeing of all our staff. For example, we hold an Athena SWAN Silver Institutional Award (since 2019) in recognition of our advancement towards gender equality for all. Further details on our broader Equality, Diversity, Inclusion and Wellbeing work can be found on our website.

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