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VACANCY NOTICE

POSITION : **SENIOR LECTURER – MEDIA AND COMMUNICATION**
LOCATION : Kuching, Sarawak (Malaysia)
INDUSTRY : Education
TYPE : Fixed Term Contract
REF : C13032026/FECS/FBDA

JOB SUMMARY

The School of Design and Arts invites applications for the position of Senior Lecturer in Media and Communication. The successful candidate will contribute to teaching, research, and leadership in contemporary media and communication education, supporting the School's growing portfolio in digital media, journalism, social media communication, and emerging media technologies.

The successful candidate will be expected to develop, deliver, and manage undergraduate and postgraduate study units, as well as contribute to Higher Degree by Research (HDR) supervision, within the School of Design and Arts in academic areas related to media and communication. These include social media communication, media analytics, journalism, digital storytelling, and contemporary forms of media production aligned with the candidate's research expertise.

The role contributes to the School's teaching and research activities in areas that integrate communication theory, digital platforms, and evolving forms of media practice. The successful candidate will contribute to teaching across subjects such as digital journalism, multimedia storytelling, digital publishing, media analytics, and communication strategies for digital platforms.

The capacity to teach a wide range of communication subjects including media theory, digital communication environments, online media production, and digital storytelling will be beneficial. Expertise or interest in emerging areas such as interactive media, immersive media environments, media innovation and game studies will be considered advantageous where these intersect with contemporary media communication and production.

The successful candidate will also be expected to provide leadership in teaching, research and curriculum development, HDR supervision, and external engagement activities that strengthen the School of Design and Arts and the university more broadly. The role includes contributing to research initiatives, mentoring junior staff, and developing collaborations with industry and the creative media sector.

Position Purpose

The academic staff will make a significant contribution to the discipline which can normally be demonstrated at the national level. In research and/or scholarship he or she will make original contributions, which expand knowledge or practice in his or her discipline. He or she will demonstrate leadership, expertise and coordination of academic courses.

The academic staff will normally make a significant contribution to:

- teaching, scholarship and administration activities of an organisational unit or an interdisciplinary area at undergraduate, honours and post graduate level;
- leadership and engagement in scholarly, research and/or professional activities relevant to the profession, discipline and/or community;
- demonstrate original contributions to advancing knowledge in research or scholarship at least at a national level; and
- create impact from academic expertise.

He or she may be required to perform the full academic responsibilities of and related administration for the coordination of a large award program or a number of smaller award programs of the institution. This level will normally hold a qualification at the doctoral level and can demonstrate a record of scholarly and professional achievement in the relevant discipline area. In exceptional circumstances equivalent professional experience may be considered.

Key Responsibilities Areas

The Key Responsibility Areas (KRAs) represent the primary outputs for which the position is responsible for are not intended to provide a comprehensive list of all duties. They are derived from four portfolios applicable to Senior Lecturer:

- Learning & Teaching;
- Research;
- University Service, Leadership, Administration and Professional Activities; and
- Innovation and Engagement.

1) Learning and Teaching

- Pursuit of innovation and excellence in teaching.
- Ongoing development of curriculum and instructional material for different programs and levels.
- Convene unit of studies and conduct learning and teaching activities including lectures, tutorials (or laboratories), and assessment of students' learning to ensure a high standard of quality in the learning and teaching process.
- Provision of consultation and mentoring to students.
- Continuous development of teaching, training, and mentoring expertise.
- Design and delivery of training sessions for executive participants in management development programs.
- Expansion and development of the various learning and teaching activities of the School.
- Subject to operational needs, teaching hours may be scheduled beyond office hours including weekends.
- Undertaking of learning and teaching activities and achievement of associated impact expected at the appointed Academic Level

2) Research

- Development of a portfolio of activities supporting research and scholarship.
- Dissemination of research and scholarly output through relevant platforms.
- Supervision of honours and postgraduate (including doctoral) students.
- Contribution to research training activities within the School.
- Development of research groups within the School.
- Securing external support for research activities.
- Development of collaborative research networks.
- Undertaking of research activities and achievement of associated impact expected at the appointed Academic Level

3) University Service, Leadership, Administration & Professional Activities

- Maintenance of high academic and professional standards in all areas of activity.
- Administration and development of the learning programs offered by the School.
- Administration and development of the various educational policies and management systems within the School and the University.
- Development of a vibrant academic community within the School based on openness, collaboration, and experimentation.
- Professional engagement with business and industry, in fields relevant to the School.
- Leadership in academic and professional activities relevant to the School.
- Leadership in community affairs, particularly those related to the academic areas relevant to the School.
- Undertaking of leadership and service activities and achievement of associated impact expected at the appointed Academic Level

4) Innovation & Engagement

- Provide consultancy and advisory services to industry partners within areas of recognised domain expertise, in accordance with University policies and priorities.
- Contribute to policy development, applied scholarship, and thought leadership that informs industry practice and institutional direction.
- Participate in professional development programmes, opt-in initiatives, and workshops that support innovation and are aligned with the requirements of the role and the University's strategic objectives.
- Engage in professional development activities focused on the effective understanding and application of I&E Time, translating learning outcomes into meaningful contributions at the University.
- Participate in relevant industry forums with the objective of establishing and strengthening industry partnerships that deliver tangible benefit to the University (excluding academic conferences).
- Maintain active involvement and contribute to relevant professional and industry bodies.
- Contribute to internal and external communities of practice, special interest groups, professional organisations, or learned societies that advance innovation through academic expertise.
- Undertaking of innovation and engagement activities and achievement of associated impact expected at the appointed Academic Level

JOB REQUIREMENTS

- A PhD in Media Studies, Communication Studies, Journalism, Digital Media, Media Technologies, or a closely related discipline is essential.
- A minimum of 10 years of relevant academic and/or professional experience in media, communication, journalism, or digital media industries.
- Demonstrated experience teaching in higher education in a relevant discipline, including curriculum development and leadership in media and communication programs.
- A strong research track record, including publications in recognized academic journals and/or creative practice outputs in media and digital communication.
- Evidence of the capacity to supervise Higher Degree by Research (HDR) candidates or readiness to undertake HDR supervision in accordance with university requirements.
- Strong knowledge of digital communication, journalism, social media communication, and media analytics is essential.
- Experience in industry collaboration, media production, or community engagement will be an added advantage
- Expertise in one or more of the following areas will be considered advantageous:
    - multimedia journalism and news production (audio, video, or interactive formats)
    - digital storytelling and online media production
    - media analytics and data visualization
    - social media communication strategies and digital platforms
    - interactive media and emerging media technologies
    - immersive media environments
    - game studies, media prototyping, or experimental media practices

TO APPLY

1. Applications should include with their application **a detailed CV** indicating qualifications, experience and other matters considered relevant to the application.

2. The application must also include a separate document addressing each applicable element of the Key Selection Criteria ***(As per attached below)***

3. Copy of all your academic certificates (compile all in one file)

4. Email your application to resume@unitalentcareer.com or whatsapp to +012-5227761

Key Selection Criteria
The application should include a separate document addressing each applicable element of the Key Selection Criteria, describing with evidence, how the applicant fulfils the essential and desirable criteria appropriate to the position being targeted.

Qualification / Educational Background		Essential / Highly Desirable
1.	A doctoral degree (PhD) in a relevant field from a recognised institution. In exceptional circumstances equivalent professional experience may be considered.	Essential
2.	Professional qualification in a relevant field or those progressing towards the qualification (if applicable).	Essential
3.	Registration with relevant professional body (if applicable).	Essential
4.	Excellent academic results from pre-university level onwards.	Essential

Other Skills / Experience / Knowledge		Essential / Highly Desirable
1.	Knowledge in relevant sub-areas or specialist areas.	Essential
2.	Excellent oral and written communication skills in English.	Essential
3.	Prior teaching experience at undergraduate or postgraduate level.	Essential
4.	Scholarly publications in journals, proceedings, and books.	Essential
5.	Experience in curriculum development and administration.	Essential
6.	Experience of supervising postgraduate (including doctoral) students.	Essential
7.	Experience in providing consulting and training services.	Highly Desirable
8.	Participation in collaborative research projects with other academics.	Highly Desirable
9.	National/international reputation in a relevant scholarly domain.	Highly Desirable
10.	National/international recognition in a relevant professional domain.	Highly Desirable
11.	Record of innovations, copyrights, patents, and academic entrepreneurship.	Highly Desirable
12.	Experience of strategic planning and leadership in academic contexts.	Highly Desirable
13.	Experience in motivating and mentoring academic colleagues.	Highly Desirable
14.	Ability to identify research opportunity and attract external support.	Highly Desirable
15.	Ability to foster collaborative relationships with other universities, government agencies, professional bodies, and private organisations.	Highly Desirable
16.	Managerial work experience, leading to a deep and creative understanding of some practical domain.	Highly Desirable
17.	Familiarity with digital learning technologies.	Highly Desirable