

Candidate Information

Position:	Lecturer in Marketing
School/Department:	Management
Reference:	20/108291
Closing Date:	Wednesday 12 August 2020
Salary:	£36,914 - £51,034 per annum.
Anticipated Interview Date:	Wednesday 26 August – Friday 28 August 2020

JOB PURPOSE:

To undertake research in line with the School's research strategy, to teach and assess student learning at undergraduate and postgraduate levels, and to contribute to the School's administration and outreach activity.

The School is seeking to appoint two lectureships in marketing: while applications in any area of marketing are welcomed, preference may be given to applicants who are able to demonstrate expertise in digital marketing or marketing analytics.

MAJOR DUTIES:

Teaching:

1. Routinely communicate complex and conceptual material to students using high level skills and a range of media (online, face-to-face).
2. Develop and deliver a range of teaching and learning activities in Marketing and related subjects at both undergraduate and postgraduate levels. This may include, lectures, tutorials, workshops, interactive online sessions, supervised groupwork etc.
3. Develop and implement an appropriate (and innovative) assessment strategy to assess student performance in specific modules.
4. Contribute, where appropriate, to the delivery and development of the Executive Education portfolio.
5. Supervise Masters level dissertations from the taught postgraduate portfolio.
6. Contribute to the enhancement of the student learning experience, ensuring that course design and delivery comply with the appropriate benchmarks and regulations.
7. Develop and advise others on learning and teaching tasks and methods.
8. Act as internal examiner for undergraduate and postgraduate programmes of study.

Scholarly Activity:

1. Develop and contribute to the research strategies of the School and maintain a reputation as an expert in own subject area.
2. Develop and sustain an extensive track record of published research findings by publishing in high quality refereed journals and other outlets, as well as presenting own research at national and international conferences.
3. Develop innovative research proposals and lead and coordinate funding bids.
4. Undertake supervision of doctoral students.
5. Direct, coach and develop research staff, where appropriate.
6. Ensure that research projects are completed on time and within budget.

Administration/Contribution to the Community:

1. Provide pastoral care for students within own area to ensure, as far as practicable, that issues are dealt with in a timely, sympathetic and effective manner.
2. Contribute to the School's outreach strategy by designing or delivering community outreach and engagement programmes and developing external links.
3. Contribute to the development and running of the School and Subject area by taking on an appropriate (and significant) coordinating role. This may include, for example, Advisor of Studies, Exams Liaison Officer, Programme Director etc.

4. Undertake routine School administrative duties, including, course administration, maintaining effective records relating to student performance and attendance, participation at relevant committees, for example, Exams Boards, Staff Student Consultative Committees etc.

Planning and Organising:

1. Plan and set teaching and research objectives annually and over a 3-5 year period.
2. Plan and manage own teaching, learning and assessment activities in accordance with School requirements.
3. Prepare research proposals for submission to external funding.
4. Design and develop new modules and enhance other modules in relevant degree programmes in line with the University and School Education Strategies.
5. Plan and coordinate appropriate student support administration.

Resource Management Responsibilities:

1. Provide academic leadership to those working within programme areas, as course leader or equivalent, by for example co-ordinating the work of others to ensure that courses are delivered effectively or organising the work of a team by agreeing objectives and work plans.
2. Develop and manage staff and resources, in support of major research, teaching and administrative activities.

Internal and External Relationships:

1. Lead and develop internal networks for example by participating in University, Faculty and School committee/s.
2. Lead and develop links with external networks, for example, with external examiners and assessors.
3. Develop links with external contacts such as other educational bodies, national and international business community, and professional bodies to foster collaboration.

ESSENTIAL CRITERIA:

1. PhD in Management or Marketing (or related discipline) or within 6 months of completion.
2. Ability to publish research publications of international standard in area of specialism, (although preference may be given to research specifically relating to digital marketing or marketing analytics).
3. Demonstrate an ability to secure external research income.
4. Ability to teach and assess courses/modules in broad based and specific marketing areas and related fields at university level.
5. Evidence of appropriate academic administrative experience commensurate with level of experience.
6. Ability to advance the research and teaching goals of the School.
7. Ability to strengthen the School's national and international research networks.
8. Must demonstrate evidence of ability to communicate clearly and effectively to a range of stakeholders, but particularly to students.
9. Ability to provide effective leadership.
10. Evidence of good interpersonal skills and the ability to work both independently and as part of a team.

DESIRABLE CRITERIA:

1. Have undertaken (or currently undertaking) PhD supervision, as primary supervisor or as part of a supervisory team.
2. Ability to deliver executive education programmes.
3. Ability to design and develop courses/modules in marketing and related areas.
4. Ability to supervise dissertations at Masters (and beyond) level.
5. Contribute to curriculum development.
6. Experience of undertaking a student support role.