

JOB DESCRIPTION

Vacancy reference:	SRF32431
Post Title:	Lecturer in Marketing
Grade:	Grade 7
School/Department:	Marketing and Reputation, Henley Business School
Reports to:	Head of Department
Responsible for:	Marketing & Reputation

Purpose

Following growth in student numbers and the continued development of our suite of MSc Marketing programmes, we are looking for an experienced lecturer to join our Marketing team. We welcome candidates with a demonstrated expertise in any area of marketing, and are particularly interested in candidates with research and teaching interests in consumer behaviour and digital marketing (e.g. marketing analytics, social media marketing or mobile marketing).

The post-holder will be expected to be research active and have relevant experience of teaching Marketing at postgraduate and undergraduate levels. Primarily based at our Whiteknights Campus in Reading, you may be required from time to time to teach at our Greenlands Campus and elsewhere.

This post provides a unique opportunity for an early career academic to continue to build their career and participate in a growing and thriving group.

Main duties and responsibilities

A combination of academic research, teaching and administration as agreed with the Head of Department or delegated person.

- Research will be expected to lead to the regular publication of articles in internationally recognised refereed journals, as well as the production of seminar and working papers leading up to such outputs and where appropriate to outputs in professional and practitioner journals.
- Teaching will include any combination of undergraduate and postgraduate programme lecturing. Project/dissertation supervision, PhD and DBA supervision and personal tutoring, together with the appropriate assessment and feedback will be part of the portfolio of work. The growth ambitions of the School will lead to collaboration on the future development of teaching and learning.
- Administration may include elements of module convening, academic leadership of teaching programmes and a variety of necessary roles as requested by the Head of Department.

Supervision received

Dedicated research and teaching mentoring will be provided to advise and assist the appointee in satisfying the post requirements and progressing their career.

Supervision given

To undergraduate, postgraduate research, and doctoral students as required.

Contact

The work will involve liaison with a variety of staff in the School and in other Schools in the University, depending upon the tasks being undertaken. Specific tasks may require contact with a range of external organisations and individuals.

Terms and conditions

Full time fixed term (12 month) contract.

The terms and conditions will be standard terms and conditions for a Lecturer at the University.

This document outlines the duties required for the time being of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

Date assessed: April 2020

PERSON SPECIFICATION

Job Title		School/Department
Lecturer in Marketing		Marketing and Reputation
Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> • Strong oral and written communications skills • Excellent research skills • Ability to publish high quality articles and write research grant applications • Excellent team working skills 	
Attainment	<ul style="list-style-type: none"> • PhD in Marketing or related subject • Record of (or potential for) research publications in high ranking journals 	<ul style="list-style-type: none"> • Success in gaining research grants • Teaching qualification (e.g.HEA)
Knowledge	<ul style="list-style-type: none"> • Specialist knowledge of theories and contemporary practice in marketing 	<ul style="list-style-type: none"> • Knowledge of QA procedures in HE • Demonstrated expertise in consumer behaviour or digital marketing
Relevant Experience	<ul style="list-style-type: none"> • Evidence of excellent / emergent research profile • Evidence of high quality teaching at undergraduate, postgraduate and/or post experience levels 	<ul style="list-style-type: none"> • Teaching students from an international background. • Supervision of PhD students • Programme leadership /course development. • Supervision of Masters dissertation/projects • Engagement with employers and other stakeholder groups • Able to demonstrate innovative approaches to teaching and learning
Disposition	<ul style="list-style-type: none"> • Flexible approach to work. 	

	<ul style="list-style-type: none"> • Team member with good interpersonal skills 	
Other	<ul style="list-style-type: none"> • Willingness to work across campuses (Greenlands and Whiteknights). • Willingness to travel overseas for teaching as required by line manager • Willingness to undertake administrative duties as required by line manager 	

Completed by: Adrian Palmer	Date: April 2019
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