

JOB DESCRIPTION

Vacancy reference:	SRF34022
Post Title:	Lecturer in Marketing
Grade:	7
School/Department:	Marketing and Reputation, Henley Business School
Reports to:	Head of Department
Responsible for:	n/a

Purpose

Following growth in student numbers and the continued development of our suite of Undergraduate, Postgraduate and Apprenticeship Levy programmes, we are looking for an experienced lecturer to join our Marketing team. This will be to cover maternity leave for 12 months in the first instance. 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 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 teaching and administration as agreed with the Head of Department or delegated person.

- Teaching will include any combination of undergraduate and postgraduate programme lecturing. Project/dissertation 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.
- Although this is primarily a teaching role, the postholder would be expected to engage in scholarly activity and will be encouraged where appropriate to engage in research activity.

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, taught postgraduate, 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

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: October 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 team working skills 	<ul style="list-style-type: none"> Ability to publish high quality articles and write research grant applications
Attainment	<ul style="list-style-type: none"> PhD in Marketing or related subject Teaching qualification (e.g.HEA), or currently working towards achievement of a qualification 	<ul style="list-style-type: none"> Success in gaining research grants Record of (or potential for) research publications in high ranking journals
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 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. • 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: October 2020
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