

1 Advertisement

Post Title: Lecturer in Marketing

School/department: University of Sussex Business School, Department of Strategy & Marketing

Hours: Full-time (36.5 hours per week) up to a maximum of 1.0 FTE. Requests for flexible working options will be considered (subject to business need).

Location: Brighton, United Kingdom.

Contract: Permanent

Reference: 9248

Salary: starting at £44,414 to £ 52,814 per annum, pro rata if part-time.

Placed on: 13th of June 2023.

Closing date: 5th of July. Applications must be received by midnight of the closing date.

Expected interview date: Week beginning July 10th, 2023

Expected start date: January 1st, 2024 (Negotiable)

As a result of sustained growth, the Department of Strategy & Marketing is looking to recruit a full-time Lecturer (Assistant Professor) in Marketing (Education & Research track). Staff in the marketing group specialize in consumer behavior and consumer culture and innovation. It is the intersection of these topics where we wish to invest further, and the candidate will be expected to engage in research and teach modules dedicated to innovation with a marketing and consumer focus, including product or service innovation, the adoption of new technologies, new marketing strategies with a technology focus, and new challenges/opportunities arising from technologies such as blockchain, artificial intelligence, and platforms.

The Department has a strong reputation within the United Kingdom. Our research was ranked in the top 30 in the recent 2021 REF exercise (Business and Management), which placed us within the upper quartile of all UK-based business and management faculties. We were recently ranked 18th in the UK for Marketing in the 2024 Complete Universities Guide (a position we have sustained for several years). The same guide ranked our research at 12th (out of 91) in the UK. The marketing group are defined by a passion for teaching, research, and engagement, and focused on making significant contributions to knowledge.

Staff within the marketing group at Sussex have published in leading CABS journals including *Journal of the Academy of Marketing Science*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Product Innovation Management*, *Journal of Interactive Marketing*, *Journal of Service Research*, *Industrial Marketing Management*, *Marketing Letters*, *Marketing Theory*, *Psychology & Marketing* as well as a range of cross-disciplinary journals.

We are looking for colleagues with exciting research pipelines that either complements or adds to the interests of our current faculty (<https://www.sussex.ac.uk/business-school/people-and-departments/strategy-and-marketing>), and for marketing in particular: <https://www.sussex.ac.uk/business-school/people-and-departments/strategy-and-marketing/research>. We welcome candidates from all ontological and methodological approaches.

The successful candidate will be a promising early career academic who desires to work in a

dynamic, multidisciplinary environment and shows enthusiasm for collaborating with colleagues within marketing and across disciplines.

Please contact Professor Michael Beverland (m.beverland@sussex.ac.uk) for informal enquiries.

For full details and how to apply see our [vacancies page](#)

The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.

2. The School / Division

Please find further information regarding the school/division at <https://www.sussex.ac.uk/business-school/>

3. Job Description

Job Description for the post of: Lecturer (Assistant Professor) in Marketing.

Department: Strategy & Marketing

Section/Unit/School: University of Sussex Business School

Location: Jubilee Building, Falmer, BN1 9SL

Grade: 8 Lecturer

Responsible to: Professor Michael Beverland (Head of Department)

Responsible for: See Principal accountabilities

Key contacts: Students, other members of Faculty within the School and University, School Officers, academics in the field in other institutions.

Role Description Lecturer is a career-grade teaching and research position. Post-holders will be expected to take full responsibility for the design, management and delivery of their own teaching, be able to demonstrate an established research portfolio, and a growing reputation in their field of study. They will also be expected to provide support and guidance to less experienced members of staff.

PRINCIPAL ACCOUNTABILITIES

1. To engage in individual and collaborative research activity resulting in high-quality publications to be submitted to the REF in Business and Management at acceptable levels of volume and academic excellence (CABS 3 and 4/4*).

2. To teach modules at all levels, from undergraduate through to postgraduate, in person (primarily) and online.
3. To teach modules in marketing related innovation subjects including new product strategy and contribute to core (marketing principles (and variants), consumer behaviour, market analytics and research (and variants), and marketing strategy) and specialist subjects (e.g., digital marketing, brand management, services marketing, consumer culture etc.) depending on need.
4. To undertake supervision of students, including students on placement, undergraduate research projects, taught masters' dissertations, and PGR projects.
5. To design and deliver high-quality teaching programmes that are attractive to students.
6. To engage in grant applications where relevant, as an individual, or as part of a team.
7. To engage in external engagement activities, including media engagement, outreach, and other such activities as defined in the Department's engagement plan.
8. To contribute fully to the Department by engaging in relevant working groups, research mobilisers, committees, and other School and University activities.

KEY RESPONSIBILITIES

1. Teaching & Student Support

- 1.1 Engage in the planning, delivery and assessment of innovative high-quality undergraduate and postgraduate teaching, in liaison with the relevant programme and course convenors.
- 1.2 Identify, design, develop and manage new curriculum proposals that are attractive to students.
- 1.3 Develop high-quality inclusive teaching materials, methods and approaches, take responsibility for their quality, and ensure that they meet defined learning objectives.
- 1.4 Ensure that teaching materials remain up-to-date and relevant, incorporating advances in the subject area into the course of study, and utilising appropriate technology.
- 1.5 Set, mark, and assess coursework and examinations; select appropriate assessment instruments and assessment criteria, and provide constructive and comprehensive feedback to students.
- 1.6 Supervise the work of undergraduate and taught postgraduate students, providing advice on study skills.
- 1.7 Contribute to the accreditation of courses and quality-control processes.
- 1.8 Undertake and complete administrative duties required in the professional delivery of teaching.

- 1.9 Undertake academic advising duties, and provide first-line support for sensitive issues, referring on as appropriate to services providing further assistance.
- 1.10 Adopt an approachable and accessible attitude towards students, offering office hours, informal advice etc.

2. Research, Scholarship & Enterprise

- 2.1 Contribute to School research strategy and themes.
- 2.2 Conduct research projects individually and in collaboration with others.
- 2.3 Produce high-quality research outputs that have impact in the field, for publication in recognized high-quality journals and contribute to the School's REF Business & Management submission at acceptable levels of volume and academic excellence (minimum CABS 3).
- 2.4 Lead small research projects and/or identified parts of a larger project, including supervising the work of others and managing or monitoring a research budget, if appropriate.
- 2.5 Make presentations at conferences and identify ways to disseminate research outputs informally via the internet, the media, and other forms of public engagement.
- 2.6 Identify sources of funding and secure or contribute to the process of securing bids.
- 2.7 Identify and secure opportunities for enterprise activity, knowledge exchange income and/or consultancy.
- 2.8 Actively build internal and external contacts, and play a key role in internal networks and relevant external networks in order to, for example, identify sources of funding, secure student placements, and build relationships for future activities.
- 2.9 Continually update knowledge and understanding in field or specialism, and engage in continuous professional development.

3. Contribution to School & University

- 3.1 Attend and contribute to School meetings.
- 3.2 Engage in activities beyond day-to-day teaching duties, for example Admissions Days.
- 3.3 Assist with undergraduate and postgraduate recruitment.
- 3.4 Play a key role in School or Department working groups or committees, as required.
- 3.5 Advise and provide support to less experienced colleagues.
- 3.6 Undertake additional administrative duties, as required by the Head of Department.

4. Person Specification

ESSENTIAL CRITERIA

1. Educated to doctoral level (or with a clear examination date within six months of start date).
2. Some previous experience of teaching in a university environment.
3. Evidence of significant independent contribution to the design and execution of research in marketing and innovation.
4. An emerging track record of publications in reputable journals (CABS 3 and above).
5. A desire to work in a collegial environment.
6. Excellent organisational and administrative skills.