



1 Advertisement

Post Title: Lecturer in Marketing

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

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

Contract: Permanent

Reference: 10224

Salary: starting at £43,414 to £51,805 per annum.

Placed on: 28 November 2022

Closing date: 27 January Applications must be received by midnight of the closing date.

Expected interview date: 08 February 2023

Expected start date: 01 September 2023 (Negotiable)

As a result of sustained growth, the Department of Strategy & Marketing in the University of Sussex Business School is looking to recruit a full-time Lecturer (Assistant Professor) in the area of Marketing (Education and Research track). Preference for those with online teaching experience in marketing analytics, digital marketing and marketing strategy will be given (please note that the position will require one to live in the United Kingdom). Although other specialties in marketing will be considered, the position is primarily driven by growth in our online postgraduate degree in marketing.

The Department consists of three main disciplines: marketing, international business, and entrepreneurship. Staff in the marketing group specialize in research on consumer behavior and consumer culture, business-to-business marketing, product and service innovation, and brand management. We are defined by a passion for teaching, research, and engagement, and focused on creativity, sustainability, technology, and managerial practice.

The Department has a strong reputation within the United Kingdom. Our research was ranked in the top 30 in the recent 2021 REF exercise, which placed us within the upper quartile of all UK-based business and management faculties. We offer several popular undergraduate and postgraduate programs, with our undergraduate marketing program being placed in the top 20 in the recent 2023 Complete Universities Guide. The Business School was recently also ranked 1st in the UK for External Research Income by the Chartered Association of Business Schools. The marketing group within the Department features a mix of research and teaching focused staff. Our work has been published in leading 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*, *Industrial Marketing Management*, *Marketing Letters*, *Marketing Theory*, and *Psychology & Marketing* among many others.

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 an engaged early-career academic who enjoys working in a dynamic, collegial, multidisciplinary environment.

Candidates must be able to demonstrate their research has publication potential in top level journals.

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 in Marketing (Education and Research).

Department: Strategy & Marketing

Section/Unit/School: University of Sussex Business School

Location: Jubilee Building, Falmer, BN1 9SL

Grade: 8

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 B 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 at acceptable levels of volume and academic excellence, and to obtain research funding and/or knowledge exchange income as appropriate to the discipline.
2. To teach modules at all levels, from undergraduate through to postgraduate and post-experience, online and in-person.
3. To design and deliver high-quality online and offline teaching programmes that are attractive to students.
4. To teach modules in core marketing subjects (marketing principles, consumer behaviour, market analytics and research (and variants), and marketing strategy) and specialist subjects (e.g., digital marketing, brand management) depending on need.
5. To undertake supervision of students, including students on placement, undergraduate research projects, taught masters' dissertations, and PGR projects.
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 Undertake continuous professional development to maintain an understanding of appropriate pedagogy in the subject area.
- 1.7 Supervise the work of undergraduate and taught postgraduate students, providing advice on study skills.

- 1.8 Contribute to the accreditation of courses and quality-control processes.
- 1.9 Undertake and complete administrative duties required in the professional delivery of teaching.
- 1.10 Undertake academic advising duties, and provide first-line support for sensitive issues, referring on as appropriate to services providing further assistance.
- 1.11 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 Develop research objectives and proposals for own or joint research.
- 2.3 Conduct research projects individually and in collaboration with others.
- 2.4 Assess, interpret and evaluate outcomes of research, and develop ideas for their application.
- 2.5 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 submission at acceptable levels of volume and academic excellence (CABS 3/4/4*).
- 2.6 Make presentations at conferences and identify ways to disseminate research outputs informally via the internet, the media, and other forms of public engagement.
- 2.7 Identify sources of funding and secure or contribute to the process of securing bids.
- 2.8 Identify and secure opportunities for enterprise activity, knowledge exchange income and/or consultancy.
- 2.9 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.
- 2.10 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), as appropriate to the discipline (see role-specific criteria below).
2. Evidence of significant independent contribution to the design and execution of research.
3. An emerging track record of publications in reputable journals and other appropriate media of similar standing.
4. Experience of teaching at undergraduate and taught postgraduate level.
5. Excellent interpersonal skills, with the ability to engage with students using a variety of different methods.
6. Excellent presentation skills, with the ability to communicate effectively, both orally and in writing, with students, colleagues and external audiences.
7. Ability to work individually on own initiative and without close supervision, and as part of a team.
8. Excellent organisational and administrative skills.
9. A willingness to participate in support activities beyond normal classroom duties.
10. Excellent IT skills, with the ability to produce high-quality learning support materials.

DESIRABLE CRITERIA

1. Experience in teaching online modules at postgraduate levels.
2. Experience in teaching marketing analytics, digital marketing and strategic marketing modules (or similar) at postgraduate level.
3. Publication or revision requests in journals at the 3-ranked (or higher) level as per the UK Association of Business Schools list (ABS list).