



## 1 Advertisement

**Post Title: Lecturer or Senior 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:** 10570

**Salary:** Starting at £44,414 to £52,841 per annum for Lecturer B; starting at £54,421 to £63,059 per annum for Senior Lecturer.

**Placed on:** 23 January 2023

**Closing date:** 17 March 2023. Applications must be received by midnight of the closing date.

**Expected Interview date:** End March 2023

**Expected start date:** September 2023 (Negotiable)

As a result of sustained growth, the Department of Strategy & Marketing is looking to recruit either (1) a full-time Lecturer (Assistant Professor) or (2) a Senior Lecturer (Associate Professor) in the area of Marketing (Education and Research track). The position is open in terms of topic focus but must be within the broad domains of marketing and consumer research. Staff in the marketing group specialize in research on consumer behavior and consumer culture, 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 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*, *Journal of Service Research*, *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 academic at various stages of their career who enjoys working 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](mailto: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 above).

2. To teach modules at all levels, from undergraduate through to postgraduate and post-experience, online and in-person.
3. To teach modules in core marketing related subjects (marketing principles (and variants), consumer behaviour, market analytics and research (and variants), and marketing strategy) and specialist subjects (e.g., digital marketing, brand management, advertising, 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).
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.
4. An emerging track record of publications in reputable journals (CABS 3 and above).
5. Excellent presentation skills, with the ability to communicate effectively, both orally and in writing, with students, colleagues and external audiences.
6. Excellent organisational and administrative skills.
7. A willingness to participate in support activities beyond normal classroom duties.

##### **CORE JOB DESCRIPTION**

<b>Job Title:</b>	Senior Lecturer (Associate Professor) in Marketing
<b>Grade:</b>	Senior Lecturer (Research & Education focussed), Grade 9
<b>School:</b>	Business School
<b>Location:</b>	Jubilee Building, Falmer, BN1 9SL
<b>Responsible to:</b>	Professor Michael Beverland (Head of Department)
<b>Direct reports:</b>	n/a
<b>Key contacts:</b>	Students, other members of Faculty within the School and University, School Officers, academics in the field in other institutions.
<b>Role description:</b>	Senior Lecturer is a senior career-grade teaching and research position. Post-holders will be expected to show academic leadership in both teaching and research, and to support the management and strategic planning processes of the School and the University.

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## **PRINCIPAL ACCOUNTABILITIES**

1. To engage in high-quality research activity resulting in high-quality publications to be submitted to the REF at acceptable levels of volume and academic excellence; to lead research projects or research initiatives in the School (CABS 3/4/4\*).
2. To provide academic leadership in the design and delivery of high-quality teaching programmes, including core and specialist subjects in marketing.
3. To undertake supervision of students, including students on placement, undergraduate research projects, taught masters' dissertations, and PGR projects.
4. To engage in external engagement activities, including media engagement, outreach, and other such activities as defined in the Department's engagement plan.
5. To contribute fully to the Department by engaging in relevant working groups, research mobilisers, committees, leadership roles, and other School and University activities.
6. To mentor junior faculty and engage in collaborative projects where possible.
7. Where required, to undertake mid-level leadership roles within the Department.

## **KEY RESPONSIBILITIES**

### **1. Teaching & Student Support**

- 1.1 Lead the innovative design, development and delivery of a range of programmes of study at various levels.
- 1.2 Ensure that course design and delivery comply with the University quality standard and regulations and take responsibility for the quality of programme units.
- 1.3 Regularly review and update course content and teaching materials, ensuring that they remain up-to-date and relevant, incorporating advances in the subject area and utilising appropriate technology.
- 1.4 Set, mark, and assess coursework and examinations; select appropriate assessment instruments and assessment criteria; and provide constructive and comprehensive feedback to students.
- 1.5 Actively maintain an understanding of appropriate pedagogy in the subject area.
- 1.6 Provide academic leadership to those working within programme areas, e.g., as a course leader.
- 1.7 Supervise taught postgraduate students, providing advice on study skills.
- 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 the development of School research strategies and themes.

2.2 Identify and develop research objectives, and proposals for own or joint research.

2.3 Carry out independent research and act as a Principal Investigator or project leader on major research projects. This may involve leading and line-managing the staff including their recruitment, probation, mentoring, performance review and staff development, managing the budget, and taking responsibility for the delivery of the programme.

2.4 Develop proposals for major research projects which will make a significant impact, and lead to an increase in knowledge or understanding or the development of new explanations, insights, concepts or processes.

2.5 Produce high-quality research outputs that have significant impact in the field, for publication recognised high-quality journals, and make a significant contribution to the School's REF Business and Management submission at acceptable levels of volume and academic excellence (CABS 3 and above).

2.6 Make presentations at national or international conferences or exhibit work in other appropriate events of a similar standing and identify ways to disseminate research outputs informally via the internet, the media and other forms of public engagement.

2.7 Develop and maintain an independent research reputation by, for example, serving on peer review committees, and acting as a referee for journal articles and research grant applications.

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 Play a role in a relevant national professional body or recognised events.

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 Contribute to School-level strategic planning, and University-level strategic planning processes if required.

3.3 Engage in activities beyond day-to-day teaching duties, for example Admissions Days.

3.4 Assist with undergraduate and postgraduate recruitment.

3.5 Chair and/or play a key role in School or University working groups or committees, as required.

3.6 Advise and provide support to less experienced colleagues, and conduct Performance and Development Reviews, as required.

3.7 Undertake additional administrative duties, as required by the Head of School.

## **PERSON SPECIFICATION**

### **ESSENTIAL CRITERIA**

1. Educated to doctoral level, as appropriate to the discipline.
2. Track record of significant and high-quality publications in reputable Marketing journals (defined as CABS 4\*/4/3).
3. An emerging international reputation in the field of marketing and consumer research.
4. Significant experience of high-quality teaching at undergraduate and postgraduate level.
5. Excellent presentation skills, with the proven ability to communicate effectively, both orally and in writing, with students, colleagues and external audiences.
6. Excellent organisational and administrative skills.
7. A willingness to participate in support activities beyond normal teaching duties.