



1 Advertisement

Post Title: Senior Lecturer in Marketing

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

Hours: Full time hours considered up to a maximum of 1 FTE. Requests for flexible working options will be considered (subject to business need).

Contract: Permanent

Reference: 5995

Salary: Starting at £51,799 to £60,022 per annum, pro rata if part time.

Placed on: 23 August 2021

Closing date: 01 October 2021 Applications must be received by midnight of the closing date.

Expected interview date: 21 October 2021

Expected start date: Negotiable

The Department of Strategy & Marketing in the University of Sussex Business School is looking to recruit a full-time faculty member at the Senior Lecturer (Associate Professor) level in the area of Marketing. The Marketing group within the department (which consists of three main disciplines: marketing, international business, and entrepreneurship) is focused on consumption, sustainability, innovation, and traditional marketing related subjects. As a Department we host three research mobiliser groups: consumer well-being, international business, and responsible business. 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 and hosts a range of vibrant and popular undergraduate and postgraduate programs.

We are looking for an individual with an exciting research program 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 are seeking scholars interested in all marketing topics and welcome candidates from all ontological and methodological approaches.

The University of Sussex has a strong tradition of policy work and outreach and we therefore welcome applications from candidates with potential to have a policy and/or practical impact.

The successful candidate will have established a reputation for high quality scholarship (as represented by publications in top international marketing journals) and teaching 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) 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. CORE JOB DESCRIPTION

Job Title:	Senior Lecturer in Marketing (Research & Education focused)
Grade:	9
School:	University of Sussex Business School
Location:	Jubilee Building, Falmer, BN1 9SL
Responsible to:	Professor Michael Beverland (Head of Department)
Direct reports:	N/A
Key contacts:	Students, other members of Faculty within the School and University, School Officers, academics in the field in other institutions.
Role description:	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.

PRINCIPAL ACCOUNTABILITIES

1. To provide academic leadership in the design and delivery of high-quality teaching programmes, including (but not limited to) core marketing related subjects (marketing principles (and variants), consumer behavior, market research (and variants), and marketing strategy) and specialist subjects (e.g., brand management, advertising, consumer culture etc.) depending on need.
2. 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; to secure research funding and third-stream income; and to contribute to the School's research strategy.
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.

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 Define research objectives and questions, review and synthesise the outcomes of research studies, and develop ideas for application of research outcomes.
- 2.5 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.
- 2.6 Produce high-quality research outputs that have significant impact in the field, for publication in monographs or recognised high-quality journals, or performance/exhibition, as appropriate, and make a significant contribution to the School's REF submission at acceptable levels of volume and academic excellence.
- 2.7 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.
- 2.8 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.
- 2.9 Contribute to the internal management of the REF assessment exercise.
- 2.10 Provide academic leadership to those working within relevant research areas.
- 2.11 Play an influential role in identifying sources of funding and secure and/or contribute to the process of securing bids.
- 2.12 Play a leading role in identifying and securing opportunities for enterprise activity, knowledge exchange income and/or consultancy.
- 2.13 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.
- 2.14 Develop links with external contacts such as other educational bodies, businesses, the public sector, and professional bodies to foster collaboration and potentially generate a source of income.
- 2.15 Play a role in a relevant national professional body or recognised events.
- 2.16 Continually update knowledge and understanding in field or specialism, and engage in continuous professional development.
- 2.17 Conduct risk assessments and take responsibility for the health and safety of others, if required.

3. Contribution to School & University

- 3.1 Attend and contribute to School meetings.

- 3.2 Contribute to the overall management of the School in areas such as budget management and business planning, as required.
- 3.3 Contribute to School-level strategic planning, and University-level strategic planning processes if required.
- 3.4 Engage in activities beyond day-to-day teaching duties, for example Admissions Days.
- 3.5 Assist with undergraduate and postgraduate recruitment.
- 3.6 Chair and/or play a key role in School or University working groups or committees, as required.
- 3.7 Undertake an administrative or organisational role within the School e.g. Library Representative, Year Tutor, Exam Board Chair, or personal/academic tutoring.
- 3.8 Advise and provide support to less experienced colleagues, and conduct Performance and Development Reviews, as required.
- 3.9 Undertake additional administrative duties, as required by the Head of School.

PERSON SPECIFICATION

ESSENTIAL CRITERIA

1. Educated to doctoral level, or other equivalent qualification, or appropriate level of experience, as appropriate to the discipline (see role-specific criteria below).
2. Excellent interpersonal skills, with the proven ability to engage with students using a variety of different methods.
3. Significant experience of high-quality teaching at undergraduate and postgraduate level.
4. Experience of successful curriculum design or re-design.
5. Ability to lead and manage a major research programme.
6. Track record of significant and high-quality publications in reputable journals (defined as ABS 4*/4/3) and other appropriate media of similar standing.
7. An emerging international reputation in the field of study.
8. Excellent presentation skills, with the proven ability to communicate effectively, both orally and in writing, with students, colleagues and external audiences.
9. Leadership and people management skills.

10. Ability to exercise a high degree of innovation and creative problem-solving.
11. Excellent organisational and administrative skills.
12. A willingness to participate in support activities beyond normal teaching duties.
13. Excellent IT skills, with the ability to produce high-quality learning support materials.

DESIRABLE CRITERIA

1. Success at gaining external grant funding or income from industry.
2. Significant experience of supervising postgraduate students.
3. Successful track record of generating research and knowledge exchange income, and the translation of research results into practice.
4. Evidence of proactive contribution to School and/or University.