Post Title: Lecturer in Marketing x 2
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: Fixed term 2 years
Reference: 6125 & 6126
Salary: Starting at £33,797 to £40,322 per annum, pro rata if part time
Placed on: 11 June 2021
Closing date: 27 June 2021 Applications must be received by midnight of the closing date.
Expected Interview date: July 2021
Expected start date: September 2021

The Department of Strategy & Marketing in the University of Sussex Business School is looking to recruit two full-time education and scholarship focused faculty at the Lecturer (Assistant Professor) level 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 such as branding. 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 passionate education and scholarship focused academic who is able to teach across the core marketing subjects including marketing principles, consumer behavior, marketing strategy, and market research, along with sub-disciplines such as digital marketing. The programs offered by the Department can be found here https://www.sussex.ac.uk/business-school/study

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:** Lecturer in Marketing

**Grade:** Lecturer A (Education Focused), Grade 7

**School:** University of Sussex Business School

**Location:** Jubilee Building, Falmer

**Responsible to:** Head of Department, Strategy & Marketing

**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:** Lecturer A (Education Focused) is an entry level teaching position. Post-holders will be expected to teach in a developing capacity. Post-holders will be expected to establish an education portfolio (scholarship).

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**PRINCIPAL ACCOUNTABILITIES**

1. To deliver and contribute to the design of high-quality teaching programmes to attract students.

2. To contribute fully to the School and University by participating in meetings, working groups, committees and other School and University activities.

3. To engage in education-related scholarship such as teaching related publications, materials for wider dissemination, innovations, and other outputs as defined by the School.

4. To manage all aspects of module delivery including the development of assessments, moderation, marking, materials, supportive websites, and any other module management responsibilities.
KEY RESPONSIBILITIES

1. **Teaching & Student Support**
   1.1 Contribute to the planning, delivery and assessment of high-quality undergraduate and postgraduate teaching, in liaison with the relevant programme and course convenors.
   1.2 Contribute to the development, design and management of programs and modules that are attractive to students.
   1.3 Ensure that teaching content, methods of delivery and learning materials will meet the defined learning objectives, including the use of 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 Ensure that teaching materials remain up-to-date and relevant, incorporating advances in the subject area into the course of study.
   1.6 Develop and maintain an understanding of appropriate pedagogy in the subject area and respond to challenges.
   1.7 Supervise the work of undergraduate and taught postgraduate students, providing them with advice on study skills, projects, fieldwork and placements.
   1.8 Undertake and complete administrative duties required in the professional delivery of teaching.
   1.9 Make a significant contribution to the accreditation of courses and quality-control processes.
   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.
   1.12 Transfer knowledge in the form of practical skills, methods and techniques.
   1.13 Supervise the work of students, provide advice on study skills and help them with learning problems.

2. **Scholarship & Enterprise**
   2.1 Individually or with colleagues, explore opportunities for enterprise activity, third stream income and/or consultancy.
   2.2 Build internal contacts and participate in internal networks and relevant external networks in order to form relationships and collaborations.
   2.3 Continually update knowledge and understanding in field or specialism, and engage in continuous professional development.
   2.4 Translate knowledge of advances in the subject area into the course of study.
   2.5 Undertake scholarship to inform education to ensure excellent learning experience for students.
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 Participate in School or University working groups or committees, as required.

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

4. **Role-specific duties**

4.1 Lecturing classes in core marketing subjects with the possibility of teaching into specialist subjects.

4.2 Managing small group tutorials.

4.3 Designing module materials, assessment schedules and rubrics, and websites.

4.4 Working at part of a teaching team in a collegial and proactive manner.

4.5 Attending relevant meetings including assessment boards, departmental meetings, and any program related meetings.

4.6 Engaging in teaching related scholarship.

4.7 Acting in a collegial manner as part of the Department and School.

4.8 Managing classes online and face to face.

4.9 Managing core deadlines around marking, internal assessment approvals, appraisals, and any other process requirements.

This Job Description sets out current duties of the post that may vary from time to time without changing the general character of the post or level of responsibility entailed.

**INDICATIVE PERFORMANCE CRITERIA**

1. High quality teaching performance across a range of teaching activities, at different levels (year 1 undergraduate to postgraduate) appropriate to the discipline; as evidenced by surveys, questionnaires and peer review.

2. Evidence of skill in assessment and feedback techniques, and using a range of methods for evaluating the effectiveness of teaching.

3. Demonstrable contribution to the planning and development of courses.

4. Delivering a teaching load in line with School expectations.

5. Evidence of applying knowledge arising from scholarship to enhance teaching practice.

6. Evidence of active engagement in advising students and proactively responding to problems experience by students.

7. Completion, within a reasonable period of time, of a recognised higher education teaching qualification.

8. Efficient and effective contribution to academic support duties within the School or the University.
9. Initiating, developing or participating in links between the University and external bodies such as business and industry, the professions, community organisations and policy-makers.

10. Efficient and effective contribution to academic support duties within the School or the University.

PERSON SPECIFICATION

ESSENTIAL CRITERIA

1. Normally 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 ability to engage with students using a variety of teaching methods.

3. Experience of teaching at undergraduate and postgraduate level.

4. Excellent presentation skills, with the ability to communicate effectively, both orally and in writing, with students, colleagues and external audiences.

5. Ability to work individually on own initiative and without close supervision, and as part of a team.

6. Ability to exercise a degree of innovation and creative problem-solving.

7. Excellent organisational and administrative skills.

8. Ability to prioritise and meet deadlines.

9. A willingness to participate in student support activities beyond required teaching duties.

10. Excellent IT skills, with the ability to produce high-quality, inclusive learning materials.

ESSENTIAL ROLE-SPECIFIC CRITERIA

1. Experience of teaching core marketing related topics at undergraduate and postgraduate level.

2. Experience of lecturing and small group management in core marketing subjects in universities.

3. Experience of module management, including marking, materials design, managing tutors, and designing assessment.

4. Experience in supervising student related projects.

5. Experience in online and face to face teaching at the university level.

DESIRABLE CRITERIA

1. A recognised higher education teaching qualification.

2. Membership of professional body, if appropriate

3. Emerging record of developing an education portfolio with some focus on scholarship