



1. ADVERTISEMENT

Post Title: Professor in Marketing

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

Hours: Full time. Requests for flexible working options will be considered (subject to business need).

Contract: Permanent

Reference: 6507

Salary: Negotiable

Placed on: 02 September 2021

Closing date: 08 October 2021. Applications must be received by midnight of the closing date.

Expected interview date: Thursday 11 November 2021

Expected start date: Negotiable

The Department of Strategy & Marketing, University of Sussex Business School, is looking to recruit a full-time Professor of Marketing.

The Department of Strategy & Marketing consists of three sections (marketing, international business, and entrepreneurship), the largest of which is Marketing.

Presently, the Marketing Group has expertise in consumer decision making and behavior, consumer culture theory, brand management, digital marketing and marketing communications, product and service innovation, social marketing, and business-to-business marketing.

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 have our own behavioral lab, and access to a significant range of resources in terms of support for grants, and policy and external engagement.

We host a research mobiliser group focused on consumer well-being to complement those in responsible business and international business.

We are looking for a Professor to help further the group's research trajectory. We are open to all sub-disciplinary areas and agnostic in terms of methodological preference. As a Professor, you will be expected to mentor junior faculty and

contribute to the strategic direction of the group.

The Department has leading undergraduate and postgraduate programs, both off- and on-line.

The Department has a strong reputation within the United Kingdom and hosts a range of vibrant and popular undergraduate and postgraduate programs.

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

“Please note that this position may be subject to [ATAS clearance](#) if you require visa sponsorship.”

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:	Professor of Marketing
Grade:	Professor (Research & Education focussed) Grade 10
School:	University of Sussex Business School
Location:	Jubilee Building, Falmer, BN1 9SL
Responsible to:	Head of Department
Direct reports:	n/a
Key contacts:	Students, other members of Faculty within the School and University, School Officers, academics of similar standing in the field in other institutions.
Role description:	Professor is the most senior career-grade teaching and research position. Post-holders are expected to show high academic standing, to make a broad and sustained contribution to their field and discipline nationally and internationally, and to demonstrate sustained exceptional performance in research. They will demonstrate academic

leadership in both teaching and research, and support the management and strategic planning processes of the School and the University.

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 (usually 4/4* in the ABS list).
2. To lead major research projects; to consistently secure research funding and third-stream income.
3. To engage externally, through discipline-relevant impact channels.
4. To provide guidance, support and mentoring to junior members of staff working in the same or cognate research areas.
5. To provide academic leadership in the design and delivery of innovative and high-quality teaching programmes.
6. To play a key role in supporting the management activities of the Department, School and University if required.

KEY RESPONSIBILITIES

1. Teaching & Student Support

- 1.1 Lead the innovative design, development and delivery of the overall curricula.
- 1.2 Develop the quality assurance framework within the University's overall framework e.g. for the validation and re-validation of courses.
- 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 work and examinations; select appropriate assessment instruments and 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 and inspiration to those teaching within subject area.
- 1.7 Supervise PhD students, taught post-graduates and undergraduate projects.
- 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 Play a leading role in the development and implementation of School research strategies and themes, and lead and co-ordinate research activity in own subject grouping.
- 2.2 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.
- 2.3 Define research objectives and questions, review and synthesise the outcomes of research studies, and develop ideas for application of research outcomes.
- 2.4 Produce high-quality research outputs that are world-leading in the field, for publication in monographs or recognised high-quality journals (ABS 4*/4), and make a significant contribution to the School's REF assessment at acceptable levels of volume and academic excellence.

- 2.5 Make presentations at national and international conferences or exhibit work in other appropriate events of a similar standing, and play a lead role in identifying ways to disseminate research outputs informally via the internet, the media and other forms of public engagement.
- 2.6 Develop and maintain an independent research reputation by, for example, serving on peer review committees, or acting as a referee for journal articles or research grant applications.
- 2.7 Play a lead role in identifying and exploring opportunities for enterprise activity, knowledge exchange income and/or consultancy.
- 2.8 Provide academic leadership and inspiration to those working within own research area, and foster inter-disciplinary team-working.
- 2.9 Lead and develop internal and external networks to foster collaboration on both an individual level and on behalf of others in the School, share information and ideas, and promote the subject and the University, both nationally and internationally.

3. Contribution to School & University

- 3.1 Attend and contribute to School meetings.
- 3.2 Contribute to School- and University-level strategic planning and development.
- 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 School or University committees, and participate in University decision-making and governance.
- 3.6 Undertake a School directorship role, for example Director of Research.
- 3.7 Advise and provide support to less experienced colleagues, and conduct Performance and Development Reviews, if required.
- 3.8 Mentor staff in related or cognate research areas, providing advice on personal and career development plans, and assisting them in identifying and securing career development opportunities.
- 3.9 Undertake additional administrative duties, as required by the Head of School or Department.

INDICATIVE PERFORMANCE CRITERIA

- Evidence of quality in teaching and learning demonstrated in a range of measures, including student satisfaction; of thoughtful and effective innovation in the development of new courses and/or programmes; and of leadership in the promotion of teaching and learning in the subject.
- Proven innovative teaching practice, typically adopted as best-practice within the institution.
- Evidence of providing, or demonstrable potential to provide academic leadership, development, mentoring and career management advice for colleagues, research assistants and students in the area of teaching and learning.
- A record of consistent involvement in external examining at research-intensive universities, and other forms of engagement in upholding academic standards.
- Evidence of sustained output of high-quality research publications, subjected to peer review and describing significant discoveries, applications or observations.
- Evidence of leadership in the discipline and cognate disciplines, demonstrating an ability to inspire colleagues to develop their own research potential, including partnerships with individuals and/or bodies of international standing.
- Sustained record of attracting funds year-on-year, which are notable awards in terms of size and scope, and of leadership of and collaboration in significant research projects and/or consultancy or work with external organisations.
- Sustained record of successful postgraduate research supervision.
- Academic distinctions (e.g. academic awards; editorship of, or refereeing for, journals; grant reviewer for awarding bodies; services for learned societies; election to Fellowships).
- External and visiting appointments.
- Evidence of exceptional collegiality.
- A leadership role within the University, creating significant performance improvement.

PERSON SPECIFICATION

ESSENTIAL CRITERIA

1. Educated to doctoral level in a relevant discipline (see role-specific criteria below).
2. In-depth knowledge of specialism to enable the development of new knowledge, innovation and understanding in the field.
3. Excellent interpersonal skills, with the proven ability to engage with students using a variety of different methods.
4. Excellent presentation skills, with the proven ability to communicate effectively, both orally and in writing, with students, colleagues and external audiences.
5. Significant experience of high-quality teaching at undergraduate and postgraduate level.
6. Successful track record of innovative curriculum design or redesign.
7. Significant track record of influential publications in reputable journals and other appropriate media of similar standing.
8. An international reputation in the field of study.
9. Successful track record of supervising postgraduate students.
10. Evidence of proactive contribution to the School and/or University.
11. Leadership and people management skills.
12. Ability to exercise a high degree of innovation and creative problem-solving.
13. Commitment to collegiality and inter-disciplinary working.
14. Excellent organisational and administrative skills.
15. Ability to prioritise and meet deadlines.
16. A willingness to participate in support activities beyond normal teaching duties.
17. Excellent IT skills, with the ability to produce high-quality learning support materials.

DESIRABLE CRITERIA

1. Successful and sustained track record of generating research and knowledge exchange income that is notable in terms of size and scope, and the translation of research results into practice.
2. Experience of successfully leading large externally-funded research projects.