



1. ADVERTISEMENT

Post Title: Professor in Marketing and Consumer Research

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: 9252

Salary: Competitive

Placed on: 02 December 2022

Closing date: 27 January 2023 Applications must be received by midnight of the closing date.

Expected interview date: TBA

Expected start date: Negotiable

The Department of Strategy & Marketing, University of Sussex Business School, is looking to recruit a full-time Professor of Marketing, preferably with a specialist focus on consumer research.

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 senior academic (we have recently recruited a further five lecturers / assistant professors in consumer psychology, experimental design and consumer culture) who enjoys working in a dynamic, collegial, multidisciplinary environment.

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

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 recognised high-quality journals (CABS 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 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.
- 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.
- 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 programs; and of leadership in the promotion of teaching and learning in the subject.
- Some record of attracting external funds and engaging in other external engagement activities.
- 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.
- A leadership role within the Department, School, or University.

PERSON SPECIFICATION

ESSENTIAL CRITERIA

1. Educated to doctoral level in a relevant discipline.
2. In-depth knowledge of specialism to enable the development of new knowledge, innovation and understanding in the field.
3. Significant track record of influential publications in reputable journals (4/4* CABS list) and primarily within the marketing or consumption fields (please note we are not a tourism or electronic commerce department).
4. Evidence of developing junior faculty to successful academic careers.
5. Significant experience of high-quality teaching at undergraduate and postgraduate level.
6. Excellent presentation skills, with the proven ability to communicate effectively, both orally and in writing, with students, colleagues and external audiences.
7. Track record of supervising postgraduate students.
8. Leadership and people management skills.
9. Evidence of grant applications and external engagement.
10. Excellent organisational and administrative skills.

DESIRABLE CRITERIA

1. Focus on consumer behaviour, preferably in experimental design (although we remain open to other approaches).
2. Experience in leading a research group or centre.