1 Advertisement

Post Title: Lecturer in Marketing (Education and Research)
School/department: University of Sussex Business School, Department of 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: 7098
Salary: starting at £42,149 to £50,296 per annum, pro rata if part time
Placed on: 19 November 2021
Closing date: 03 January 2022 Applications must be received by midnight of the closing date.
Expected Interview date: 18 January 2022
Expected start date: negotiable

The Department of Strategy & Marketing in the University of Sussex Business School is looking to recruit a full-time education and research focused faculty at the Lecturer (Assistant Professor) level. The role will be focused 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 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 a passionate early career research focused marketing academic who has an exciting research program that complements or adds to our existing strengths in consumer well-being, consumer behavior, innovation, branding, and business-to-business marketing. Although teaching options will be negotiated, all marketing faculty are expected to be willing to teach into the classic core of marketing principles, consumer behaviour, market research, and marketing strategy if the need arises. 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. Job Description

Job Description for the post of: Lecturer in Marketing.

Department: Strategy & Marketing
Section/Unit/School: University of Sussex Business School
Location: Jubilee Building, Falmer, BN1 9SL
Grade: 8

Responsible to: Professor Michael Beverland (Head of Department)

Responsible for: See Principal accountabilities

Role Description:

A Lecturer (level 8 or B) 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 the potential for world leading research outcomes in the particular area of focus. They will also be expected to provide support colleagues and also work within teams.

PRINCIPAL ACCOUNTABILITIES

1. To design and deliver high-quality teaching programmes that are attractive to students.

2. To engage in individual and collaborative research activity resulting in high-quality publications to be submitted to the REF at acceptable levels of volume and academic excellence (considered to be at 3 or 4/4* in the ABS/CABS list).

3. To apply for research funding as appropriate to the discipline.

4. To undertake external engagement activities that connect non-academic stakeholders to your research and help raise the profile of the marketing group externally.

5. To manage all administrative requirements as they relate to teaching (e.g., moderation, managing tutors, attendance at exam board, holding office hours and so on).

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 module 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 Undertake continuous professional development to maintain an understanding of appropriate pedagogy in the subject area.

1.7 Supervise the work of undergraduate and 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 Departmental and School research strategic goals and themes.

2.2 Develop research objectives and proposals for own or joint research.

2.3 Conduct research projects individually and in collaboration with others.

2.4 Assess, interpret and evaluate outcomes of research, and develop ideas for their application.

2.5 Produce high-quality research outputs that have impact in the field, for publication in monographs or recognised high-quality journals, or performance/exhibition, as appropriate, and contribute to the School’s REF submission at acceptable levels of volume and academic excellence (defined as 3 and 4/4* in the ABS/CABS list).

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

2.8 Identify sources of funding and secure or contribute to the process of securing bids.

2.9 Be prepared to undertake external engagement activities that help build a profile of expertise with non-academic audiences in your area of specialism.

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

3.3 Assist with undergraduate and postgraduate recruitment as required.

3.4 Advise and provide support to less experienced colleagues.

3. Person Specification

ESSENTIAL CRITERIA

1. Normally educated to doctoral level or near completion (with a clear examination date).

2. Excellent interpersonal skills, with the ability to engage with students using a variety of different methods.

3. Experience of teaching at undergraduate and taught postgraduate level.

4. Evidence of significant independent contribution to the design and execution of research.

5. An emerging track record of publications in reputable journals and other appropriate media of similar standing.

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

7. Excellent organisational and administrative skills.

8. Ability to prioritise and meet deadlines.