

RESOURCING/

JOB DESCRIPTION:

Lecturer/Senior Lecturer in Marketing *Teaching and Research*



Ref Number:	SS-024-19
Salary Scale:	For Lecturer appointment: Grade 7: £34,189 - £39,609 per annum Grade 8: £40,792 - £48,677 per annum For Senior Lecturer appointment: Grade 9: £50,132 - £58,089 per annum
Contract:	Ongoing AND Full-time
School/Department:	Kent Business School
Location:	University of Kent, Canterbury Campus
Responsible to:	Dean of Kent Business School or nominee
Expected start date:	As soon as possible

The Role

The purpose of this position is to make a strong contribution to teaching and research as well as the student enterprise and business engagement activities. The successful applicant will lead and contribute to the delivery of modules in the advertised area on both our undergraduate and postgraduate programmes. Apart from a successful teaching record, he or she will have developed an original and productive research agenda, demonstrating the ability or clear potential to publish in internationally-ranked, peer-reviewed journals. Evidence of income generation, impactful research, scholarship, or corporate engagement is expected in the case of appointments at Senior Lecturer level.

The School offers the post holder a supportive and collegial work environment as well as an attractive incentive package to include an excellent salary and research funding.



Disciplinary Area

Teaching & Student Enterprise

The Marketing Group is responsible for the [MSc in Marketing](#) which is delivered at Canterbury, the [MSc in Digital Marketing & Analytics](#), launched at our Medway campus this year, as well as the BSc in Marketing which successfully launched in September 2015 and will see its first cohort graduate this year. The BSc in Marketing was ranked 9th in the UK in its subject area (Complete University Guide 2018). In addition, the group provides teaching for non-specialists on the School's MBA, Masters in Management, and other undergraduate programmes. The team also supervises research students, teaches on executive education courses, and contributes to the research and administration of the School. The appointed person will have the opportunity to develop and offer new modules in keeping with his/her research interests.

Modules currently provided on the Bachelors programmes include:

- Introduction to Marketing
- Marketing Strategy
- Digital Marketing Strategy
- Buyer Behaviour
- Marketing Research
- Digital Marketing Applications
- International Marketing
- Marketing Communications
- New Product Marketing
- Marketing and Society

Modules currently provided on the MBA/Masters programmes include:

- Marketing
- Strategic Marketing and Communication
- Buyer Behaviour
- Applied Marketing Research
- International Marketing
- New Product Development and Innovation Management
- Digital Marketing
- Marketing Strategy
- Marketing Communications
- Marketing for Social Change

Our School is also developing a strong reputation in the areas of sustainable innovation and enterprise. This has been recognised recently in a number of national reviews. Kent Business School is featured in Lord Young's 'Enterprise for All' report as an example of best practice for enterprise in higher education. Other government reports have also pointed to KBS as a blueprint of the vital role business schools play in supporting the UK economy and SMEs. Building on this success, the School has recently secured a generous donation to set up the ASPIRE – the Accelerator Space for Innovation and Responsible Enterprise (ASPIRE) – a



new flagship initiative to provide an ethical and sustainable eco-system to help young entrepreneurs bring business ideas to life. The ASPIRE will give all our students the opportunity to experience the [business start-up journey](#) from ideation to execution, giving them the opportunity to succeed and thrive but also to make mistakes and learn lessons that will enable them to get it right the next time. The School has also achieved the *Small Business Charter* accreditation.

Research & Innovation

KBS as a school wants to be known for leadership in sustainability-driven innovation. This aspiration is shared across all six subject groups in the school, and we are looking to appoint a scholar who can help strengthen this profile in the Marketing research area. Aligned to the School's mission, the Marketing Group has a diversity of research interests and encompasses strengths in the areas of:

- new product development and innovation;
- buyer behaviour and marketing communications;
- marketing sustainability and ethics;
- management of supply (value) chains and market delivery systems.

Projects cover a wide range of themes, including: marketing marketing-led innovation and commercialization processes; value co-creation through open innovation; managing sustainable trading relationships; marketing information/decision-support systems utilisation; and consumer evaluation of advertising and brand communications. Work at the cutting edge examines marketing challenges from a number of perspectives, including emerging market economies, sustainable consumption and new (social and digital) media environments. The Group also enjoys a unique positioning based on its long tradition of collaboration with manufacturers in the food and drinks industry, consistent with its aim of promoting empirical, international and interdisciplinary research to enhance marketing theory and practice.

Our research in marketing is widely recognised. Members of the Group have run special issues in journals such as *Psychology & Marketing*, the *European Journal of Marketing* and the *Service Industries Journal* and are on the editorial review boards of several international journals. We present our work at a wide range of institutions internationally and regularly attend the major conferences in marketing. Colleagues within the Group have received funding from organisations, such as the European Commission, Innovate UK, the British Academy and other private organisations. Our research has been published in leading marketing research and practice oriented management journals, including the *Journal of Retailing*, *European Journal of Marketing*, *Psychology & Marketing*, *International Marketing Review*, *California Management Review*, *Journal of Business Research*, *Journal of Product Innovation Management*, *Technovation*, *MIT Sloan Management Review*, *Industrial Marketing Management*, the *Journal of Interactive Marketing* and others.

Further information on teaching and research may be found on the School's website: www.kent.ac.uk/kbs

Primary Responsibilities

- To engage in individual and collaborative research and scholarship leading to high-quality publications at acceptable levels of volume and academic excellence, develop



income from research, enterprise, or corporate engagement individually or in collaboration with others. As Senior Lecturer, to engage in internationally excellent and/or world-leading research and scholarship, leading research, enterprise or consulting projects as well as other initiatives on behalf of the School; to generate income; and to contribute to the School's overall strategy.

- To deliver and contribute to the design of high-quality, demand-driven and student-centred taught programmes; as Senior Lecturer to provide academic leadership in this area.
- To contribute fully to the School and University by participating in meetings, working groups, committees and other School and University activities; at Senior Lecturer level, to support the management of the School, by taking on key roles and serve on School, Faculty or University working groups or committees, as required.

Key Duties

- At Senior Lecturer level, provide academic and operational leadership within the discipline area.
- At Senior Lecturer level, assume a key leadership role across the Business School.
- Undertake research and scholarship, independently and collaboratively, and at Senior Lecturer level provide leadership to more junior academic colleagues within the group and the School as required.
- Prepare articles of world-leading and internationally excellent quality for submission to refereed academic journals and grant applications, or engage in scholarship at the forefront of the discipline.
- Engage in the School's student enterprise and employability activities.
- Engage in or lead efforts to attract contract research or consultancy funding.
- Teach and administer modules primarily within the core discipline of marketing (e.g., principles of marketing, marketing analysis and planning, consumer behaviour, marketing research, branding, international marketing, new product development and innovation management).
- Contribute to the management and development of existing programmes, modules and other activities and to the development of new modules, programmes and other activities within the subject area, including professional body accreditations.
- Act as Directors of Studies for programmes in their subject area, if and when required.
- Supervise research and/or project students, either jointly or independently.
- Undertake administrative duties assigned by the Director of the School.
- Contribute to executive education programmes.



- Engage on a continuous and meaningful basis with colleagues in the School and contribute to a cohesive and collegial work environment.

Such other duties, commensurate with the grading of the post that may be assigned by the Director of the Kent Business School or their nominee.

The post holder may be asked to:

- Undertake consultancy assignments, either as part of his/her base load (i.e. with a corresponding reduction in other duties) or, within the University's standard procedures, for separate remuneration.
- Undertake some teaching at the School's other campus and/or Study Centres.

Health, Safety & Wellbeing Considerations

This role involves undertaking duties, which include the Health, Safety and wellbeing issues outlined below. Please be aware of these, when considering your suitability for the role.

- Regular use of Screen Display Equipment

Internal & External Relationships

Internal: Other academic and administrative staff within Kent Business School, and other departments across the Canterbury and Medway campuses; central registry staff on all Kent sites; staff associated with the Faculty Support Office, HR.

External: HE and accreditation bodies, Funding bodies, local employers, national, international and EU government departments, charities and other not-for-profit organisations, appropriate professional bodies.

Person Specification

The Person Specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Please be aware that your application will be measured against the criteria published below.

Selection panels will be looking for clear evidence and examples in your application which back-up any assertions you make in relation to each criterion.

Qualifications / Training	Essential	Desirable	Assessed via
PhD (or equivalent) in relevant area (awarded or close to completion)	✓		A
A relevant professional qualification or membership of relevant professional body or association		✓	A



Fellowship of the Higher Education Academy and/or teaching qualification (PGCHE), or equivalent*		✓	A
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* Candidates without qualification will be expected to obtain one as part of their probation

Experience / Knowledge	Essential	Desirable	Assessed via
Specific knowledge in the advertised subject area	✓		I & T
Teaching experience in the area of marketing	✓		A
Relevant service to the institution, as evidenced through effective programme convenorship, successful curriculum development, substantial engagement in quality assurance and enhancement activities; leadership in institutional and/or professional accreditations; or comparable activity	✓*	✓**	A
Evidence of successful publication activity in relevant 3* or 4* rated journals in the field of Marketing , as judged by the Chartered ABS International Guide to Academic Journal Quality ***	✓		A
Track record of high-impact research publications, as evidenced by citation record (e.g. in <i>Web of Knowledge, Scopus, or Google Scholar</i>)		✓	A
Evidence of income generation (e.g., through research grants, enterprise activity, consultancy, etc.)	✓*	✓**	A
International recognition for research and scholarship, as evidenced, for instance, through visiting appointments at reputable international universities and business schools, co-authorships or project-based collaborations with scholars at internationally recognised institutions		✓	A
Experience in delivering technology enabled learning and teaching		✓	A
Track record of doctoral supervision	✓*	✓**	A
Evidence of impactful scholarship (e.g., publication of textbook or teaching cases; senior fellowship of the HEA; or track record of leading projects to enhance learning and teaching)		✓	A

* Senior Lecturer, **Lecturer,



***** The School typically expects its faculty to achieve a minimum of three high-quality outputs over a period of five years; early career candidates with less than three years' work experience are expected to have a job market paper in 3* or 4* rated journals.**

Skills / Abilities	Essential	Desirable	Assessed via
Teaching skills appropriate to higher education at both undergraduate and postgraduate levels	✓		I & T
Ability to teach a breadth of modules across the marketing curriculum (principles of marketing, marketing analysis and planning, consumer behaviour, marketing research, branding, international marketing, new product development and innovation management)	✓*	✓**	I & T
Ability to design taught programmes at undergraduate and postgraduate levels, including executive education programmes	✓*	✓**	I
Ability to conduct impactful research	✓		I
Research leadership & management skills	✓*	✓**	I
Excellent communication and interpersonal skills	✓		I & T
Ability to engage with business and policy stakeholders, meeting employer and stakeholder needs to the benefit of the University and School	✓		I
Resilience under pressure	✓		I

* Senior Lecturer, **Lecturer

Additional Attributes	Essential	Desirable	Assessed via
Ability to collaborate with colleagues within and beyond the School	✓		I
Keenness to contribute to the development of the programmes, research and other activities of the School	✓		I
Ability to contribute towards enhancing the standing of the Marketing subject within the School and beyond	✓		I
Willingness to contribute to a cohesive and supportive corporate culture and a collegiate work environment	✓		I
Willingness to engage in activities aimed at obtaining programme-level and institutional accreditations, including but not restricted to AMBA, AACSB or EQUIS	✓		I



Willingness to engage proactively in translating into practice the mission and vision of the School	✓		I
Willingness to maintain currency of knowledge through engagement in professional practice, <u>where appropriate</u> , through active professional body membership*	✓		A & I



***Criterion to be evidenced in/at:**

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| A | = application form or CV/cover letter |
| I | = interview questions |
| T | = test or presentation at interview |

Indicative Performance Criteria

General Criteria for Lecturers/Senior Lecturers:

Research

- Evidence of publication output of original research at internationally excellent or world-leading level.
- Evidence of leading and managing a research effort.
- At Senior Lecturer level success in obtaining competitively awarded research grants or consultancy contracts.
- Sustained record of successful postgraduate research supervision.

Teaching

- Evidence of quality in teaching and learning demonstrated across a range of metrics, including student satisfaction; of innovation in curriculum design.
- Evidence of innovation in teaching, supervision, or assessment, including appropriate uses of technology.
- Sustained high-quality teaching across modules, as evidenced by surveys, questionnaires and peer review.
- Evidence of the integration of research, scholarship and professional practice with teaching activities.
- Evidence of involvement in external examining or other forms of engagement in upholding academic standards.
- Evidence of commitment to improving the student experience.
- Evidence of engagement in the adoption of new learning technologies, including digital learning approaches.

Esteem and External Engagement including Professional Practice

- Academic distinctions (e.g. academic awards; editorship of, or refereeing for, journals; grant reviewer for awarding bodies; services for learned societies; election to Fellowships).
- Transfer of research findings into practical applications and/or enrichment of the wider culture through creativity in the social sciences.
- External and visiting appointments.
- Invited talks or workshops and/or organisation of professional development workshops.
- Influence on the formulation of policy.



- Advancement of the discipline through a distinctive contribution to intellectual leadership, professional, clinical or vocational practice.
- Evidence of successful engagement with professional bodies, securing institutional or programme-level accreditations for the University and School, acquiring and/or maintaining professional qualifications.

Service to the University and School

- Evidence of enhancing the international standing and profile of the School and University.
- At Senior Lecturer level evidence of successful management of more junior and/or support staff where such opportunities exist.
- Responsible and effective involvement in the broader arena of the School and/or University, including, where appropriate, a role providing support, pastoral care and guidance to students or colleagues.
- Evidence of exceptional collegiality.

Additional Criteria for Senior Lecturer appointment:

For the Senior Lecturer post, applicants must demonstrate a higher standard of achievement in either excellence in practice/activity or leadership within and/or beyond the discipline and their University and how their achievements have been recognised in impact and recognition. Candidates must also demonstrate a strong record of research leadership and successful grant applications.

At Senior Lecturer level, the post holder will also be expected to undertake a major leadership role within the School.

While the School seeks to appoint to an open-ended position, we will also consider applications from early career researchers completing their PhD's who can demonstrate potential to publish in relevant 3* or 4* rated journals, as judged by the Chartered ABS International Guide to Academic Journal Quality. Potential is demonstrated by manuscripts under review in these journals. In these instances and similar cases, we reserve the right to make a 1 year fixed-term appointment.

Further Enquiries

For informal discussion only, please contact Professor Martin Meyer, Director of Kent Business School, kbsdirector@kent.ac.uk. You may also contact Professor Ben Lowe, Professor of Marketing and Head of Marketing group, B.Lowe@kent.ac.uk.

