

RESOURCING/

Job Description:

Lecturer/Senior Lecturer in Marketing

Teaching and Research



Ref Number:	SS-025-19
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, Medway 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 support the expansion of our Medway campus. We are looking for a dedicated scholar who is keen to make a strong contribution to teaching and research as well as our student enterprise and business engagement activities. The successful applicant will lead and contribute to the delivery of marketing modules 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. We encourage applications from educators with experience in demand-driven curriculum development, technology-enabled learning, and/or executive education. We particularly encourage applications from prospective candidate whose work relates strongly to the School's mission of sustainable innovation.

While the post is based at Medway, the successful candidate may be expected to take up teaching and other responsibilities at the University's other campuses and study centres and off campus for the delivery of Higher and Degree Apprenticeships. The School offers the post holder a competitive salary, generous support for research/scholarship as well as a collegial and cohesive work environment. Colleagues are engaged and present for most of the working week to ensure time for exchange and collaboration. Colleagues on Teaching and Research

v.1.0 – 02/05/2019



contracts will benefit from comparatively moderate contact hours (typically 6-7 hours per week and term).

Our School at Medway

At Medway, Kent Business School offers undergraduate programmes in Business and Management and Finance and Investment. Both programmes offer an optional year in industry – an important feature driving significant student growth in recent years and supporting the strong focus on employability and business engagement at Medway. Kent Business School at Medway is one of the fastest growing and most dynamic ventures across the entire University.

In September 2018, Kent Business School at Medway introduced a number of Post-Graduate Programmes, including an MSc in Digital Marketing and Analytics, and an extended MSc in Management.

The majority of KBS staff at Medway are research active and strongly connected with the relevant subject groups at Canterbury. The School recently appointed three professors at Medway to provide leadership, and support the development of collaborative research both with colleagues in the other Schools based at Medway, and within the wider University.

Disciplinary Area

Teaching & Student Enterprise

The Marketing Group is responsible for the new [MSc in Digital Marketing Analytics](#) and the [MSc in Marketing](#) as well as the new BSc in Marketing. 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
- Strategic Marketing
- Digital Marketing Strategy
- Buyer Behaviour
- Marketing Research
- International Marketing
- Marketing Communications
- New Product Marketing
- Marketing and Society



Modules currently provided on the MBA/Masters programmes include:

- Marketing
- Marketing Management and Communications
- Digital Marketing Data Mining & Analytics
- Digital Marketing Strategy & Planning
- Social Media Analytics
- Strategic Marketing and Communications
- Buyer Behaviour
- Applied Marketing Research
- International Marketing
- New Product Development and Innovation Management

Our School is also developing a strong reputation in the enterprise and business engagement area. This has been recognised recently in a number of national reviews. Kent Business School is featured in Lord Young's 'Enterprise for All' June 2014 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.

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 the Journal of Business Research, Psychology & 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 research and practice oriented journals, including the European Journal of Marketing, Psychology & Marketing, International Marketing Review, California Management Review, Journal of Business Research, Journal of Product Innovation Management, the Journal of World Business, 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

Key Accountabilities / Primary Responsibilities

- 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 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 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; 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, including, **marketing principles**, **strategic marketing** and **marketing analytics**.
- 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.
- Contribute to executive education programmes and Higher and Degree Apprenticeships.
- 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.
- 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 Dean of the Kent Business School or their nominee.

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, or in your cover letter where applicable, which back-up any assertions you make in relation to each criterion.

Qualifications / Training	Essential	Desirable	Assess via*
PhD (or equivalent) in relevant area or near 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

* Candidates without qualification will be expected to obtain one as part of their probation

Experience / Knowledge	Essential	Desirable	Assess via*
Specific knowledge in the advertised subject area	✓		I & T
Teaching experience in the area of marketing and marketing analytics	✓		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</i> , <i>Scopus</i> , or <i>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 PhD 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	Assess 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, including Marketing Analytics and Strategic Marketing.	✓		I & T
Ability to design taught programmes at undergraduate and postgraduate levels, including executive education programmes and Higher and Degree Apprenticeships	✓*	✓**	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	Assess 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
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 <u>mission and vision</u> 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:**

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

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.



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.

Further Enquiries

For informal discussion only, please contact Professor Martin Meyer, Dean of Kent Business School, kbsdiretor@kent.ac.uk. You may also contact Professor Marian Garcia, Professor of Marketing and Innovation and Academic Lead for Medway (m.garcia@kent.ac.uk) and Professor Ben Lowe, Professor of Marketing and Head of Marketing group (B.Lowe@kent.ac.uk).

