

RESOURCING/

JOB DESCRIPTION:

Lecturer/Senior Lecturer in Marketing *Education and Research (E&R)*



Ref Number:	KBS-018-21
Salary Scale:	Lecturer: Grade 7: £34,804 – £40,322 or Grade 8: £41,526 - £48,114 per annum Senior Lecturer: Grade 9: £51,034 - £57,418 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:	ASAP

The Role

Kent Business School is seeking to appoint a Lecturer/Senior Lecturer in Marketing to join the Department of Marketing, Entrepreneurship and International Business. We are looking for a dedicated scholar who is keen to make a strong contribution to both research and teaching in this area, as well as to 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. In particular, the post holder will be expected to provide teaching in one or more of the following: Marketing Research, Buyer Behaviour, Services Technology & Marketing, or possibly new modules in the successful candidate's own area of expertise.

In addition to previous teaching experience, the post holder should have a clearly defined research agenda with a track record or clear potential to publish in top peer-reviewed journals. Evidence of income generation, research impact, or corporate engagement is expected in the case of appointments to Senior Lecturer level. Although all cognate areas of Marketing will be considered, we are particularly interested in applicants with research expertise in areas that the Department of Marketing, Entrepreneurship and International Business is looking to grow, including (but not limited to) analytics, media communications and social media marketing.

We encourage applications from research-led educators with experience in demand-driven curriculum development, technology-enabled learning, executive education and/or Higher and Degree Apprenticeships.

We particularly encourage applications from prospective candidates whose work relates strongly to the School's [mission of sustainable innovation](#).

While the post is based in Canterbury, the successful candidate may be expected to take up teaching and other responsibilities at the University's other campuses, 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.

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 or University working groups or committees, as required.

Key Duties

- Undertake research, 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.
- 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 within the subject area, including: principles of marketing, marketing analysis and planning, consumer behaviour, marketing research, branding, international marketing, new product development and innovation management, digital marketing.



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

At Senior Lecturer level:

- Provide academic and operational leadership within the discipline area.
- Assume a key leadership role across the Business School.

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.
- Undertake other duties, commensurate with the grading of the post, that may be assigned by the Dean of the 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.

* Senior Lecturer, **Lecturer

Qualifications / Training	Essential	Desirable	Assessed via ^a
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 <i>Candidates without qualification will be expected to obtain one as part of their probation</i>		✓	A

Experience / Knowledge	Essential	Desirable	Assessed via ^a
Specific knowledge and research reputation in the advertised subject area	✓		I & T
Teaching experience in the advertised subject area, including Marketing Research, Buyer Behaviour, Services Technology & 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 (at Senior lecturer level <u>sustained</u>) 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 & I (Portfolio of manuscripts - up to 5)



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	✓		I
Proven 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

Skills / Abilities	Essential	Desirable	Assessed via ^a
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, such as principles of marketing, marketing analysis and planning, consumer behaviour, marketing research, branding, international marketing, new product development and innovation management, digital 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
Ability to collaborate with colleagues within and beyond the School	✓		I

^aCriterion to be assessed via:

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



Further Enquiries

For informal discussion only, please contact Professor Marian Garcia, Dean of Kent Business School, kbsdiretor@kent.ac.uk.

