

RESOURCING/

JOB DESCRIPTION:



Lecturer/Senior Lecturer in Marketing (Digital Marketing or Digital Analytics)

*Education and Research (E&R) OR Education,
Scholarship and Professional Practice (ES&P)*

Ref Number:	KBS-012-21-R
Salary Scale:	Lecturer: Grade 7: £34,804 – £40,322 <u>or</u> Grade 8: £41,526 - £49,553 per annum Senior Lecturer: Grade 9: £51,034 - £59,135 per annum
Contract:	Ongoing AND Full-time
School/Department:	Kent Business School
Location:	University of Kent, Medway Campus
Responsible to ¹ :	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 (Digital Marketing or Digital Analytics)* to support the expansion of our Medway campus. We are looking for a dedicated scholar who is keen to make a strong contribution to research and teaching in this area, as well as to our student enterprise and business engagement activities. We encourage applications from candidates who are enthusiastic about contributing to teaching and programme administration and have strong connections with practice.

You will lead and contribute to the delivery of modules in the MSc in Digital Marketing and Analytics, one of the leading programs at our Medway Campus. Your significant knowledge and subject expertise will be evidenced by related teaching and research and/or relevant work experience and you will be capable of fostering and developing collaborative links with academic, business, charitable and public-sector partners. Applications are particularly welcome from candidates with experience and knowledge of Digital Marketing, Search Engine Marketing, Social Media Marketing, Marketing Campaign Planning, Social Listening, Digital Analytics or other related fields and roles.

In addition to previous teaching experience, the post holder should have a clearly defined research and/or scholarship agenda with a track record (at Senior Lecturer level) or clear potential to publish in top peer-reviewed journals or professional journals (at Lecturer level).

Evidence of income generation, impactful research, scholarship or corporate engagement is expected in the case of appointments to Senior Lecturer level.

The School welcomes applications from candidates with a strong teaching record in higher education but equally values practice-based scholarship and will consider applications from practitioners with a strong track record of programme leadership and teaching in higher education. Candidates appointed at the Senior Lecturer level will be expected to make a strong contribution to the leadership of the group or wider cognate area.

We encourage applications from research-led educators with experience in demand-driven curriculum development, technology enabled learning, and/or executive education and Higher and Degree Apprenticeships. We particularly encourage applications from prospective candidates whose work relates strongly to the School's [mission of sustainable innovation](#).

Successful applicants may be offered an Education & Research (E&R) or an Education, Scholarship and Professional Practice (ES&P) position depending on their profile and qualifications.

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, 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/or 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/or 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

- Undertake research and/or 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 (E&R) or engage in scholarship at the forefront of the discipline (ES&P).

- Engage in the School's student enterprise and employability activities.
- Engage in or lead efforts to attract contract research (E&R) or consultancy funding (ES&P).
- Teach and administer modules within the subject area, including *digital and social media marketing and digital marketing research*.
- 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 Dean of the School.
- 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 – awarded or near completion (E&R).	✓		A
OR			
Masters (or equivalent) in relevant professional area (E,S&P)			
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
<i>Candidates without qualification will be expected to obtain one as part of their probation</i>			

Experience / Knowledge	Essential	Desirable	Assessed via ^a
Specific knowledge in the advertised subject area	✓		I & T
Teaching experience in the advertised subject area, including digital marketing, data mining and analytics, social media analytics and webmarketing and 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

<p>Evidence of successful (at Senior Lecturer level <u>sustained</u>) publication in relevant 3* or 4* rated journals As judged by the Chartered ABS International Guide to Academic Journal Quality (E&R)</p> <p>QR</p> <p>Evidence of successful publication activity in relevant professional journals, successful presentations at relevant professional conferences, or equivalent evidence demonstrating candidates maintain and develop currency of knowledge (ES&P)</p>	✓		<p>A&I (Portfolio of manuscripts – up to 5)</p>
<p>Track record of high-impact research publications, as evidenced by citation record (e.g. in Web of Knowledge, Scopus, or Google Scholar) (E&R only)</p>		✓	A
<p>Evidence of income generation (e.g., through research grants, enterprise activity, consultancy, etc). (E&R)</p> <p>QR</p> <p>Evidence of income generation (e.g. through enterprise and consultancy activity; or competitively awarded internal grants, scholarships, or comparable awards) (ES&P)</p>	✓*	✓**	A
<p>International recognition for research and/or 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 (E&R only)</p>		✓	A
<p>Experience in delivering technology enabled learning and teaching</p>	✓		I
<p>Proven track record of PhD supervision (E&R only)</p>	✓*	✓**	A
<p>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)</p>		✓	A
<p>Evidence of (at Senior Lecturer level sustained) engagement with the profession (ES&P only)</p>	✓		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 undergraduate and postgraduate modules, such as <i>digital marketing data mining and analytics</i> , <i>social media analytics</i> , and <i>web marketing and analytics</i> .	✓		I&T
Ability to design innovative programmes at undergraduate and postgraduate levels, including executive education programmes and Higher and Degree Apprenticeships.	✓*	✓**	I
Ability to conduct impactful research and/or scholarship	✓		I
Research and/or scholarship 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

^a**Criterion 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. You may also contact Dr Catherine Robinson, Deputy Dean (Medway and Accreditations) (C.Robinson-501@kent.ac.uk).