

Job Title: Lecturer in Marketing and Strategy

Grade: 8

Salary: £46,049 to £56,535 per annum

Department: School of Marketing and Strategy

Hours/Contract: Full-time, permanent

Reference: 13476

Role Purpose

To draw on academic experience to underpin and carry out activities across a range of areas of academic and university life, aligned with the [University's strategic themes](#) of 'World Changing Research', 'Research Inspired Education' and 'Our Citizens,' together with the University values.

Our approach to the academic career recognises its plurality and encourages a balance between breadth and specialisation. This is underpinned by the academic career map, which articulates the expectations of academic staff at each stage of their academic career, and clearly establishes what they can do in order to progress their academic career at Leicester.

Main Duties and Responsibilities

World Changing Research

- Develop a portfolio of internationally recognised publications that are world-leading in terms of originality, significance and rigour as appropriate to the field or discipline and with impact on society, economy, culture, government, policy or practice
- Engage in research and enterprise leadership, contributing to promoting and embedding an inclusive and respectful university research culture
- Attract external funding on an individual or collaborative basis, as appropriate to the field or discipline
- Provide high quality PGR/PhD/MD supervision
- Develop networks and foster regional and national collaborations with external contacts in academia, professions and/or industry

Research Inspired Education

- Undertake research-led teaching on undergraduate and/or postgraduate taught courses (in-person and/or distance learning) in areas such as Consumer Behaviour, Digital Marketing, Marketing Communications, Brand Management, Marketing Strategy, Innovation, and International Business/Marketing
- Provide timely formative student feedback and assessment for coursework and examinations
- Cooperate with colleagues in the review and development of programme content at undergraduate and/or postgraduate level, ensuring it is inclusive, embeds key skills and incorporates sustainable development goals
- Engage with scholarship and pedagogical research to continually develop one's own teaching practice and ensure the application of flexible, innovative and appropriate teaching methods in line with the University strategy and the latest educational ideas
- Contribute to the School's comprehensive support network for students, including through personal tutor support, open days and enterprise, employability and outreach activities





- Work with students to provide world class teaching and learning opportunities and an excellent student experience, regularly collecting and responding to student feedback

Our Citizens

- Contribute to initiatives and activities that have a beneficial impact outside the University and make a demonstrable contribution to society
- Engage in enterprise and public engagement activities which increase the external profile of the discipline and share the benefits of Higher Education and research
- Actively engage with the academic discipline both nationally and internationally and represent the School and University through undertaking roles on external committees, reviews and panels
- Participate and provide leadership in School, College or University roles, contributing to management and administration processes and committee structures
- Be involved in the recruitment, management and development of staff and act as a mentor and coach to colleagues

Internal and External Relationships

- Develop mutually beneficial, effective relationships across the School and with local partners, that support and deliver the University strategy,
- Represent the University regionally and nationally.
- Work collaboratively with other members of the module delivery team and participate in teaching team meetings.
- Coordination with central University offices.

Planning and Organising

- Shape the strategic direction in your research area, developing clear long term (many months/years) plans for sustaining and enhancing the research programme.
- Long term planning and organisation of the delivery of teaching and assessment.
- Participate in the departmental operational planning process, supporting the strategic direction of the School and College.

Qualifications, Knowledge and Experience

Essential

- Completed PhD in a relevant subject area*
- Expertise that complements or enhances existing strengths within the School*
- Publication of outputs (commensurate with disciplinary norms), some of which are evidenced to be internationally recognised and of a quality that has the potential to be world-leading in terms of originality, significance and rigour*
- Clear forward plans for sustaining and enhancing your personal research programme*
- Evidence of external grant applications that meets or exceeds the discipline benchmark*
- Experience of teaching at undergraduate and postgraduate level, evidenced by a successful track record of excellent student outcomes and progression*
- A demonstrable contribution to the administration of an academic Department/discipline*
- Evidence of recognition of teaching practice through sustained excellent student feedback, module evaluation, peer review, and external examiners or external assessors comments*





- Involvement in relevant internal and external committees, organisations and groups*
- Fellowship of the HEA or equivalent accredited teaching qualification, or commitment to gain an accredited teaching qualification on appointment within a set timescale*

Desirable

- Experience of positive outcomes from incorporating research or professional skills to improve the curriculum
- Evidence of contributions to initiatives that have a positive impact on recruitment and student outcomes at module and programme level

Skills, Abilities and Competencies

Essential

- High level of proficiency in English, sufficient to undertake research, teaching and administrative activities and to communicate effectively with staff and students
- Ability to work independently and as part of a team
- Excellent interpersonal skills, to develop networks and form collaborations
- Effective presentation skills
- Ability to develop resource material to enhance teaching quality
- Ability to deliver classes using a comprehensive range of delivery methods, including lectures, seminars and tutoring
- Skills in coaching, mentoring and developing others, including students, early career researchers and colleagues
- Skills in pastoral care and motivation of students
- A commitment to the delivery of a high quality service to students
- Ability to prioritise tasks within agreed work schedules
- Ability to plan, organise, implement and deliver programmes of work
- An understanding of and strong commitment to equity and an awareness of diverse community issues

Desirable

- Ability to teach classes using distance learning
- Ability to provide support to students via Blackboard

****Criteria to be used in shortlisting candidates for interview***

Teaching Requirements

If requested, you may be expected to undertake teaching, tutoring and administrative duties across a range of modules, including the delivery of face-to-face teaching modules at one or more of the College's existing or future partnerships - which may involve international travel.

If international travel is required we will try to provide you with at least 6 months' notice and where operational requirements permit personal needs and circumstances will be considered when scheduling travel arrangements.





Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

Supporting University Activities

As a University of Leicester citizen, you are encouraged to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We encourage all staff as citizens to work flexibly across the University if required. If supporting these activities is likely to affect your workload, please speak to your line manager in the first instance

University Values

Inclusive - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

Inspiring - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

Impactful - As Citizens of Change we will generate new ideas which deliver impact and empower our community

Freedom of Speech

The University is committed to upholding freedom of speech and academic freedom within the law throughout our recruitment processes. We ensure that all candidates are considered based on merit and suitability for the role, without regard to their lawful viewpoints or the expression of challenging or controversial ideas. Our recruitment policies and practices are designed to protect applicants from discrimination or adverse treatment on the basis of their opinions, and to foster an environment where open debate and diverse perspectives are valued as essential to our academic mission.

Equity and Diversity

We believe that equity, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.

