UNIVERSITY OF LEICESTER

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Head of the School of Marketing and Strategy



We are Citizens of Change





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Welcome from the President and Vice-Chancellor

Diverse in our makeup and united in ambition – we pursue excellence in knowledge and learning to transform our community, our world and beyond. We are Citizens of Change.



PROFESSOR SIR NISHAN CANAGARAJAH
PRESIDENT AND VICE-CHANCELLOR

Dear Applicant,

Thank you for your interest in this exciting opportunity to help shape the future of one of the UK's most ambitious and forward-thinking universities.

I was delighted to launch the University's Citizens of Change strategy in November 2021. This bold vision commits us to: research-inspired education, world-changing research and a focus on people, partnerships, and impact.

At the heart of this strategy are three core values: inclusive, inspiring, and impactful. These values define who we are today and the University we aspire to be in the future.

We believe equity, diversity and inclusion are essential to creating a thriving place to work and study. With staff and students from over 100 countries, we proudly embrace a rich diversity of perspectives, beliefs, and approaches that enrich both our University and the city of Leicester.

Our recent achievements reflect this commitment to excellence. In the past year, Leicester has been crowned Daily Mail University of the Year 2025 and shortlisted for Times Higher Education University of the Year 2024 and The Times and The Sunday Times University of the Year 2025. We ranked 28th in The Times and The Sunday Times Good University Guide 2026 and climbed from 36th to 33rd in the Complete University Guide. We also secured a top 15 position for student satisfaction in the 2025 National Student Survey and recently ranked 26th globally for Research Quality in the Times Higher Education World University Rankings 2026.

In 2023, we were awarded an overall Gold rating in the Teaching Excellence Framework (TEF), signifying outstanding student experience and outcomes. This places Leicester among a select group of institutions excelling in both teaching and research, reinforced by our top 30 performance in the Research Excellence Framework (REF).

The REF2021 results published by Research England show Leicester moved up 23 places to rank 30th overall, one of the biggest climbs of any UK university. This is our best-ever performance in a research assessment exercise – a testament to the quality and impact of our academics' work and our vibrant research environment.

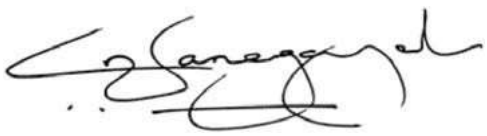
We are seeking an exceptional candidate to join us as Head of the School of Marketing and Strategy within the University of Leicester School of Business. The School of Marketing and Strategy is part of a vibrant, international and interdisciplinary business school community comprising four integrated schools: Accounting and Finance, Economics, Management, and Marketing and Strategy. Marketing and Strategy at Leicester has a long and distinguished history, with colleagues working across a wide range of research areas and contributing to six core research groups:

- Consumption, Markets and Society
- Contemporary Entrepreneurship at the Organisation
- Crisis and Disaster Risk Management
- Technology, Operations, People, and Strategy
- International Business and Marketing

This is a pivotal leadership role, reporting to the Pro Vice-Chancellor and Executive Dean of the School of Business. You will provide academic and strategic leadership for Marketing and Strategy, guiding its effective operation and development in line with University strategy. The role includes enhancing research performance, strengthening enterprise activity, supporting high-quality teaching, ensuring an excellent student experience, managing resources, and fostering an inclusive and collegial culture.

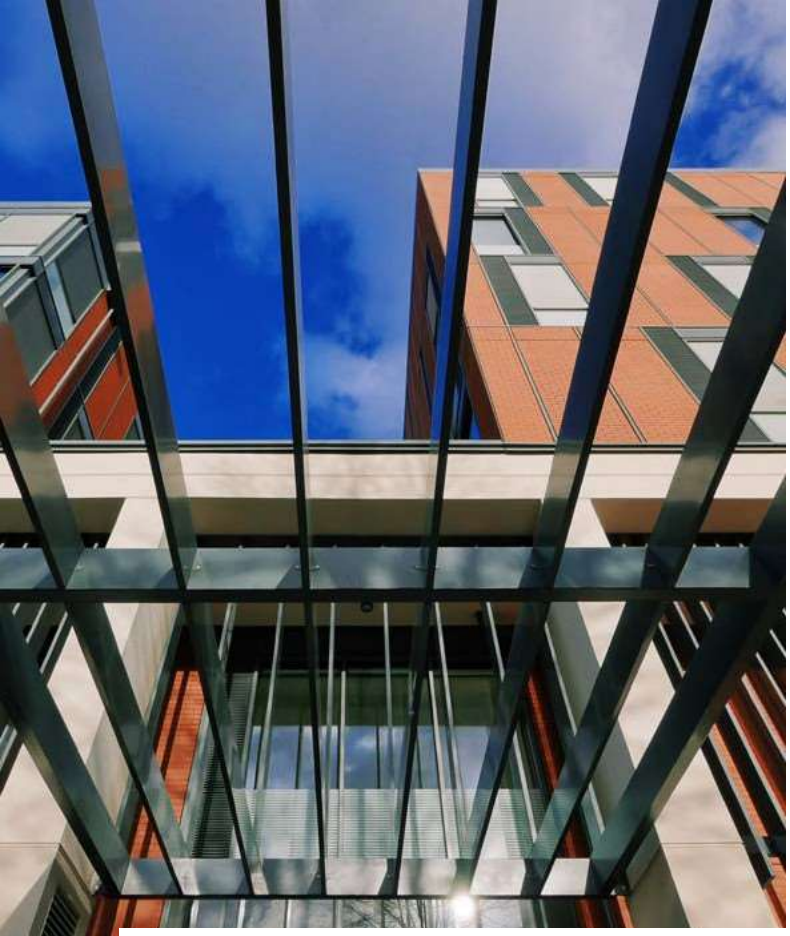
You will work closely with senior colleagues across research, education, internationalisation, accreditations and enterprise to drive the long-term success of the school and contribute to the College and University priorities. This is a significant and challenging leadership opportunity for a candidate with vision, drive and a commitment to developing both people and the discipline.

If Leicester sounds like the place for you, and you have the skills, experience and ambition to make a difference, we look forward to hearing from you.



PROFESSOR SIR NISHAN CANAGARAJAH
PRESIDENT AND VICE-CHANCELLOR

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Our reputation speaks for itself, with global recognition for our discoveries and contributions to advancing knowledge.

About the University of Leicester



The University of Leicester is a dynamic and inclusive institution, celebrated for our inspiring academic programs, ground-breaking research, and supportive community.

Founded over 100 years ago as a symbol of hope for the future, we are the only university in Europe established by its community as a living legacy to those who made sacrifices during the First World War. This is reflected in our motto, Ut vitam habeant – 'so that they may have life.'

Based in one of the UK's and Europe's most culturally diverse cities, our identity and mission have been shaped by this rich tapestry. Students and staff from around the globe come together to engage here, contributing an incredible array of perspectives, beliefs, and approaches that enhance both our university and the vibrant city of Leicester.

We play a vital role in the regional economy, serving as a leading employer and an active supporter of music, arts, sports, and culture. Each year, we contribute over £360 million to Leicester's economy, underscoring our commitment to the community.

Our commitment to excellence is evident in our recent investment of over £500 million, which has transformed our campus into a world-class environment with state-of-the-art facilities designed for the future. This includes the newly developed Freemen's neighbourhood – a lively space for students to live, learn, and connect.

As Citizens of Change, our researchers are dedicated to tackling some of today's most pressing challenges, from combating viruses and diseases to improving air quality, protecting our natural environment and promoting social justice. The diversity of our research reflects the rich variety of our community, creating a broad impact on society.

Our reputation speaks for itself, with global recognition for our discoveries and contributions to advancing knowledge. Our standing in the league tables positions us among the leading universities in the UK.

While we take pride in our heritage and accomplishments, the University of Leicester is resolutely focused on the future. Our spirit of discovery inspires innovative thinking, empowering us to seize new opportunities as we embark on our second century.

16,778
undergraduate students



£340 million
research portfolio (live grants) from over 250 funders



5,099
postgraduate students



4,215
staff



31%
international students



£396 million
turnover



2025 Statistics

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University of Leicester School of Business

The University of Leicester School of Business is one of four Colleges within the University of Leicester (internally referred to as the College of Business). It comprises four integrated teaching and research schools:

- Accounting and Finance
- Economics
- Management
- Marketing and Strategy

With nearly 300 staff and 4,000 students and our own campus, Brookfield, we are a vibrant, interdisciplinary and international community of academics and professional staff.

Teaching and learning

Our programmes span undergraduate, postgraduate, executive education and research, both on-campus and online and we strive to create an inclusive and supporting environment.

We aim to empower our students to realise their full potential by equipping them with the knowledge, skills and confidence to thrive and lead. Our programmes are aligned with the UN Sustainable Development Goals and designed to enable our graduates to drive change and be committed to build a better, more equitable world.

Our research

We are a forward-thinking business school with a strong sense of social purpose and committed to making a transformative impact in the world. We actively foster interdisciplinary research and our collaborative research culture nurtures early-career academics and students.

Our research coalesces around a number of research groups and four research centres:

- The Centre for Healthcare Innovation, Policy and Management
- The Centre for Sustainable Organisations
- The Centre for Finance, Governance and Sustainable Growth
- The Choice Research Centre

Research excellence

We are ranked 27th in the UK for research power with 100% of the real-world impact of your research power judged to be outstanding or very considerable. The Shanghai 2025 Academic Rankings of World Universities ranked Business Administration at ULSB as 51st-75th in the world.

We are proud to lead ground-breaking work in areas such as healthcare management, sustainability, governance and behavioural sciences – fields where our unique approach creates bridges to other disciplines to address the most pressing problems.

Working with business

Our work with business both in the local region and wider is recognised by our Small Business Charter Award. Through our offer of executive education and custom programmes, partnerships with organisations such as the NHS and placements and internships for students, we aim to transform and support business needs.

Equity, diversity and inclusion

We are committed to creating a fair and inclusive college culture and are proud to hold Athena Swan Bronze Award. Our staff and students have initiated a number of EDI networks including the Black Excellence Group, Women's Inspiration Network and Women in Economics, Finance and Accounting.

AI integration

We are reimaging our curriculum so AI is not simply a topic to study but a practical integrated skillset that our students will actively use throughout their education. By embedding AI into real-world learning experiences, we are ensuring our graduates leave us ready to innovate, adapt and lead in a tech-driven world.

Building global connections

Our vision is one of international collaboration and purposeful partnerships. We work with overseas universities and organisations such as Apollo in India to build partnership which benefit all involved. Our academics are active in global research networks and drive world-changing research, and we have a large international student and alumni population.





School of Marketing and Strategy

The School of Marketing and Strategy within ULSB is a collegial academic community that brings together academics working across marketing, consumer research, entrepreneurship, international business, strategy, operations and risk management. Its interdisciplinary research community explores contemporary business challenges, market dynamics, consumer behaviour and organisational innovation, connecting academic research with issues affecting businesses and society.

Research excellence

Research is at the heart of the School's mission. Our academic expertise spans consumer culture, branding, digital marketing, international business, entrepreneurship, innovation, crisis and disaster risk management, supply chains and organisational strategy. Academic staff collaborate across specialist research groups, supporting interdisciplinary enquiry, knowledge exchange and postgraduate research.

Colleagues contribute to six core research groups:

- Consumption, Markets and Strategy
- Contemporary Entrepreneurship
- Crisis and Disaster Risk Management
- Supply-Chain, Operation Management, and Strategy
- Technology, Organisation and People
- International Business Marketing

These groups foster intellectual community, mentorship, and strategic collaboration. Many members also play active roles in the Choice Research Centre, which brings together work on decision making and human behaviour more generally as well as conducting cutting edge experiments. Academics regularly publish in leading international journals including those in the top five.

Teaching and learning

The School's teaching portfolio reflects its research strengths and longstanding academic tradition. We offer a range of undergraduate and postgraduate programmes that cultivate strong analytical, quantitative, and critical thinking skills. Our programmes attract a diverse, global student body, and our staff are committed to delivering high quality, research informed teaching that prepares graduates for impactful careers in academia, policy, business, and beyond. Recent years have seen substantial increases in NSS scores and league table positions whilst student recruitment is very healthy and growing.



The role

Job title:
Head of Marketing and Strategy

Grade:
9 or 10

Salary:
Competitive salary plus additional responsibility allowance of £10,000 per annum for the tenure as Head of Marketing and Strategy

Post responsible to:
Pro Vice-Chancellor and Executive Dean of the School of Business

Hours/Contract:
Full-Time permanent appointment as Professor or Associate Professor, Four Year Term as Head of Marketing and Strategy

Job family:
Teaching and Research, Teaching Focused, or Teaching and Professional Practice

Reference: 13882

Role purpose

This role will lead the School of Marketing and Strategy within the University of Leicester School of Business (ULSB).

The role holder is an academic leader in their discipline and works with their Pro Vice-Chancellor, Deans for Research and Enterprise, Internationalisation, Accreditations and Education and other members of the Leadership Team to deliver against the University's strategic objectives. Headship offers the opportunity to play a transformative role in the future direction of your discipline, School, College and the University and to build on your management and leadership skills.

As Head of the Schol of Marketing and Strategy, you will be responsible to the Pro Vice-Chancellor and Executive Dean for the highly effective operation and development of Marketing and Strategy within ULSB, ensuring that this aligns with University Strategy and will include:

- Providing effective leadership and management for the academic, teaching, research staff and resources.
- Ensuring the stability of student recruitment to achieve target whilst maintaining minimum standard tariff score and developing a longer-term growth plan.
- Delivering an outstanding student experience increasing student satisfaction shown in NSS results, which in turn will ensure we retain TEF Gold in future ratings.

– Effective management of the research and enterprise programmes to increase research performance, reputation and funding.

– Supporting the development of new activity and initiatives which increase income and financial performance.

Main duties and responsibilities

Research and enterprise

Working closely with the Director of Research, Enterprise/ Impact Officer and PGR Director within Marketing and Strategy, and in partnership with the ULSB Dean for Research and Enterprise and Pro-VC Research and Enterprise, you will be responsible for:

– Developing and maintaining coherent research plans to deliver high-quality and competitive research securing substantial external funding and making a major contribution to the national Research Excellence Framework assessment.

– Developing and supporting effective impact.

– Managing applications for research funding proactively.

– Establishing links with external agencies, such as graduate employers, professional bodies, research councils and other funding bodies, for the benefit of teaching and research including the commercialisation of research.

– Supporting and examining PGR students in accordance with the university's policies and procedures.

Teaching

Working closely with the Director of Education/ Programme Leaders/Senior Tutors and in partnership with the ULSB Dean for Education, you will be responsible for:

– Managing the delivery of teaching programmes and a high-quality teaching and learning culture and student experience ensuring academic quality and standards through compliance with the University's quality assurance procedures.

– Planning teaching provision strategically.

– Instigating regular review of the academic offer, portfolio and curriculum.

– Investigating and responding to student complaints.

– Support the acquisition and delivery of executive education.





Leadership

Responsible for the effective day-to-day running of Marketing and Strategy, including associated facilities, supported by a team of professional services staff, including:

- Providing academic and strategic leadership.
- Ensuring that activities inform and support college/ university objectives.
- Working with other Heads within the business school and at University level to develop a shared strategy and achieve its effective implementation.
- Working with the Deans of Internationalisation and Accreditations to embed the key activities of these areas within Marketing and Strategy and support the wider College initiatives.
- Be an effective advocate for Marketing and Strategy within the business school and University debates, discussions and decision-making while also accepting their responsibility as academic leaders to consider alternatives.
- Acting as an Ambassador for the School and Discipline, positively promoting your work and raising the external profile of research in Leicester.
- Actively contribute to our strong values of inclusivity and equality by participating in our collective work on developing an inclusive research culture, addressing the awarding gap and supporting our charter work to tackle inequalities and contribute to an increasingly diverse and inclusive future.

People management

- Overseeing the career development of academic staff in Marketing and Strategy including supporting academic probation and promotion.
- Ensuring that academic staff performance is supported and constructively evaluated and that staff have opportunities for development and training, in accordance with University policies.
- Encouraging a culture of high performance and excellence, in which all members of staff are encouraged to identify areas and activities in which they will excel and all members of staff are able to participate in mentoring, coaching, collaboration and the sharing of best practices.
- Ensuring that academic staff Performance Development Discussions (PDD) and research interviews take place in accordance with university policy.
- Overseeing the recruitment and selection, probation and mentoring of new academic, teaching and research staff in accordance with University policies.
- Ensuring that teaching, research, enterprise and administrative duties are allocated in accordance with college/university guidelines by a transparent workload allocation model.
- Encouraging a culture of activity, communication and interaction that reflect our values and our commitment to inclusive, collegial and professional behaviour.

– Working closely with the ULSB HR Business Partner to take appropriate measures to implement HR policies, procedures and guidelines.

Planning and resource management

In partnership with the ULSB Director of Operations, Accountant and professional services and/or management team:

– Lead and engage staff in the development, discussion, delivery and ongoing evaluation of annual and longer-term plans of activities, ambitions and contributions, as part of the business school planning process.

– Identify and support initiatives for income growth within the planning framework.

– Contribute to setting shared strategic objectives and priorities for the business school and to formulate the business plan for resource allocation purposes.

– Managing financial, staffing and other resources effectively and efficiently within the assigned budget and other agreed parameters, to ensure achievement of the shared strategy and compliance with financial and other controls.

– Ensuring that the department fulfils its statutory responsibilities (for example, in record keeping and health and safety) and observes the University's policies and procedures.

– Reviewing committee structure and frequency of meetings to ensure optimum efficiency and effectiveness, in accordance with University guidelines.

– Delegating administrative responsibilities as appropriate.

Communication

– Communicating the views and strategic priorities of Marketing and Strategy to the University and College appropriately and constructively.

– Communicating University and business school decisions and policies to Marketing and Strategy appropriately and constructively.

– Ensuring effective and efficient communication within Marketing and Strategy, including the provision of appropriate forums or open meetings, in which all members of staff can have an effective voice.

Internal and external relationships

– Drive an outward-looking vision for Marketing and Strategy.

– Interface with internal structure at business school and University level.

– Represent Marketing and Strategy at the Senior Leadership Team (SLT) and College Leadership Team (CLT).





Qualifications, knowledge and experience

Essential

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

- Academic Teaching Qualification or commitment to gain the appropriate category of HEA Fellowship.*
- A PhD or equivalent substantial experience in a relevant field.*
- A substantial record of research achievement in a related field, evidenced by an established reputation and publications in peer-reviewed journals and other outlets of substantial standing. (Teaching and Research Only)*
- A substantial record of educational impact as evidenced by positive changes to student outcomes and experience either locally or nationally. (Teaching Focussed Only)*
- A substantial record of business engagement as evidenced by an established reputation and partnerships with key businesses or through programmes. (Teaching and Practice Only)*
- Proven ability to provide academic leadership.*
- Managerial experience.*
- Demonstrable experience in leading organisational change.*

Skills, abilities and competencies

Essential

- Proven ability to develop and implement the vision and align staff with that vision, working closely and collaboratively with others.*
- Excellent interpersonal and leadership skills to carry colleagues with you and lead Marketing and Strategy forward.
- Collegial and inclusive working style.*
- Excellent written communication*, oral communication and presentation skills.
- Entrepreneurial, with a demonstrated ability to generate external funding or collaborations (through research grants, contracts, executive education or other sources) to support research or education.*
- Strong networking and external engagement skills.
- Commitment to high-quality teaching and learning and to the synergy between teaching and research.
- Demonstrated ability to manage and plan resources (human and financial).*

Support

Heads of Marketing and Strategy can expect their Pro Vice-Chancellor and Executive Dean to:

- Agree on clear and consistent measures of success for the Head.

– Acknowledge and celebrate success.

– Support the Head to introduce interventions which will lead to improved performance.

– Provide regular opportunities for constructive discussion of strategic and operational issues.

– Ensure that adequate support is provided through training including networks, mentors and/or action-learning sets.

– Ensure that Heads are aware of and engaged with the specialist support provided by the wider college leadership team.

– Facilitate collaboration between units.

– Communicate University Executive Board (UEB) discussions and decisions as appropriate.

– Represent the views and issues effectively at UEB and other University Committees.

Heads of Marketing and Strategy can expect their Director of Operations to:

– Facilitate high-quality discussion in strategic and operational matters, including financial forecasts and strategic growth.

– Ensure resources are deployed for maximum impact.

– Review and report progress against student recruitment targets.

– Lead on risk management and mitigation.

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.

Equality 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.

How to apply

Applications should consist of a full academic curriculum vitae detailing relevant qualifications and experience, full employment history and achievements. CVs should be accompanied by a covering letter describing briefly how candidates meet the criteria outlined in the person specification, why the appointment is of interest and what they believe they can bring to the role.

Applications can be made through our recruitment system Eploy.

The deadline for applications is midnight on 4 January 2027

The first selection stage will take place remotely on 18 January 2027, with the final selection stage taking place in-person on 26 January 2027.

Informal enquiries regarding this opportunity are welcome and should be directed to Daniel Ladley at dl110@leicester.ac.uk



Living in Leicester

Leicester, Leicestershire and Rutland are rich in culture, heritage, and leisure activities, from our vibrant multicultural city, to the beautiful market towns and rural villages.

Often described as the heart of rural England, the area features beautiful country villages, the National Forest, great rivers and castles and a cosmopolitan city centre, making it an exciting and diverse place to live and work.

Leicester is one of the UK's ten largest cities and represents the largest economy in the East Midlands region. It has a bustling and diverse atmosphere and recent regeneration (to the tune of £3 billion) has made this cosmopolitan city even more exciting. Leicester is home to the state-of-the-art Curve theatre, as well as large and multicultural festivals. It is famous for its diversity and offers an amazing chance to dive into many different cultural celebrations. Leicester celebrates Diwali (the Festival of Light) with spectacular lights, stunning street parades and dazzling fireworks. This is attended by 35,000 people and is the largest celebration of the festival outside of India. The city also hosts an annual Pride Parade (Leicester Pride), a Caribbean Carnival and the largest comedy festival in the UK.

The University, working in close partnership with the city, has been the inspiration behind two of Leicester's most famous tourist attractions. The award-winning National Space Centre – the UK's largest attraction dedicated to space exploration – and the King Richard III Visitor Centre which retells the dramatic story of the University's discovery of England's most infamous King. Leicester is well-known as a sporting capital – hosting the country's best-supported rugby team the Leicester Tigers as well as Leicester City Football Club and Leicestershire County Cricket Club.

The city benefits from a large number of public parks including Abbey Park and also Victoria Park which is adjacent to the University. Leicester is steeped in history, dating back to the original Iron Age settlement which was to become an important Roman trading centre with a commanding position on one of Britain's







Leicester represents the largest economy in the East Midlands region.

most important routes – the Fosse Way. Leicester's manufacturing industry reached its height in the 20th century, driven by world-renowned hosiery, textile, and footwear enterprises that shaped the city's identity and powered its economic growth.

On Leicester's doorstep is the National Forest, offering cycling, riding and walkways, adventure activities and some of the most impressive landscapes in the region, including Charnwood Forest and Swithland Reservoir. To the east is Rutland Water, one of the largest man-made reservoirs in Europe, which supports a wide range of water sports. Leicester and the surrounding region offer a wide choice of property to buy or rent. In the city itself, there is a diverse mix of housing and apartments. Both new and older properties, including substantial homes, can be found in leafy parts of Leicester within easy reach of the University. Alternatively, there is property available in the attractive villages and market towns in Leicestershire and Rutland such as Market Harborough and Oakham. House prices are markedly less than those in London.



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