

**Job Description: Lecturer in Marketing (Enhanced Research)**

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| **Faculty:** | Faculty of Humanities and Social Sciences |
| **Department/Subject:** | Marketing & Tourism Group, School of Management |
| **Salary:** | Grade 8: £38,205 to £44,263 per annum with USS benefits |
| **Hours of work:** | Full time |
| **Number of Positions:** | 1 |
| **Contract:** | This is a permanent position |
| **Location:** | This position will be based at the Bay Campus |

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| **Academic Career Pathways** | The Academic Career Pathways (ACP) scheme is designed to ensure that academic strengths whether in research, teaching, the wider student experience, leadership or innovation and engagement, are all appropriately recognised, developed, valued, and rewarded. There are three enhanced academic strands: Enhanced Teaching and Scholarship; Enhanced Research; and Enhanced Innovation and Engagement.  For more information on Academic Career Pathways, please click [here](https://www.swansea.ac.uk/personnel/current-staff/academic-career-pathways/). These provide indicative performance levels for all academic staff which will be used throughout the recruitment process. Where there are numeric indicators these will be considered in light of the stage of career, hours of work and other commitments. This may be personal circumstances or work related activities outside of academia such as in industry or a clinical setting. You are very welcome to provide any relevant individual circumstances such as career breaks, any periods of leave or secondment or any other absences, which should be taken into account and how these have had an impact on your career development. |
| **Background information** | The School of Management is a top 50 UK Business School for Research Excellence.  In 2015, the School relocated to the University’s Bay Campus. As well as providing facilities for teaching and research to over 2,000 students and 150 members of staff, Bay Campus is a hub for industry collaboration, hosting organisations including The Bevan Commission and AgorIP.  Offering undergraduate and postgraduate courses in Accounting and Finance, Business Management, and (Strategic) Marketing, and a BSc in International Tourism Management, the School has established links to industry and partner institutions all over the world. Each undergraduate course provides students the option to undertake a year in industry or study abroad for a year at a partner university in countries including Australia, Denmark, Hong Kong and the USA.  Alongside teaching, the School also houses various research centres including The Centre for Visitor Economy Research (CVER); Digital Futures for Sustainable Business & Society; The Hawkes Centre for Empirical Finance; People and Organisation; Swansea iLab; and, the Welsh Economy Labour Markets Evaluation Research Centre (WELMERC).  The Marketing & Tourism Group within the School is seeking an engaged, enthusiastic and energetic individual who has the potential to provide world-leading, marketing-related contributions to the work of one or more of SoM’s research centres. Extensive academic and professional experience in the theory and practice of marketing will be essential in order to make an effective contribution to the development, delivery and growth of our BSc and MSc programmes in Marketing. Interest and expertise in digital marketing is required. |
| **Main Purpose of Post: Enhanced Research** | 1. Research Outputs and Activity: Develop and disseminate research outputs in quality publications or other media. 2. Research Projects and Grants: Secure resources to underpin research activity and responsibility for designing, planning and managing a sustained programme of research and of conducting original investigations within agreed timescales and budgets. 3. Esteem: Recognition for contribution to the discipline through making a personal contribution on research developments. 4. Postgraduate Research Student Supervision and Development: Responsible for effective postgraduate research student supervision. |
| **Management** | 1. Contributing to our Activities: Take part in formulating Faculty or University decisions and contribute to activities beyond the immediate research, teaching or scholarship commitments. 2. Participating in Professional Activities: Engage with professional activities related to the discipline through networking at conferences or involvement in external groups. 3. Managing Self and Others: Support and enable the development of colleagues, students and/or yourself. |
| **Teaching and Scholarship** | 1. Teaching Delivery and Review: Effective delivery of teaching, assessment and quality assurance of modules or other equivalent components of the taught portfolio. Review course content and materials, and develop, design and update materials in compliance with quality standards. 2. Teaching Innovation and Impact: Teaching practice based innovation which is up to date and informed by research or professional practice. 3. Advancing Practice: Responsible for advancing personal teaching practice. |
| **General Duties** | 1. Promote equality and diversity in working practices and maintain positive and collaborative working relationships. 2. Conduct the job role and all activities in accordance with safety, health and sustainability policies and management systems, in order to reduce risks and impacts arising from the work activity 3. Ensure that risk management is an integral part of any decision making process, by ensuring compliance with the University’s Risk Management Policy. 4. Any other duties as agreed by the Faculty / Directorate / Service Area. |

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| **Person Specification Criteria** | **Typically evidenced by:** |
| **Qualifications** | |
| 1. A PhD in a relevant subject area or a degree and relevant professional experience or qualification. | *PhD in Marketing, membership of CIM.* |
| 1. Recognised teaching qualification that would lead to Fellowship of the Higher Education Academy (HEA) or a commitment to achieve this. | *If the applicant does not have a recognised teaching qualification then evidence is required of a commitment to work towards Fellowship of the Higher Education Academy (HEA).* |
| **Enhanced Research** | |

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| 1. A record of research outputs and dissemination in quality publications or other media. | *Four internationally excellent outputs (ABS 3-4), or the ability to achieve this within a 5 year period.* |
| 1. Demonstrate the potential to achieve or prior success in securing resources to underpin original research activity. | *Applications for research grants as a Principal or Co-Investigator or demonstration of how you will achieve this with at least one successful award within 3 years.* |
| 1. Recognition for contribution to the discipline. | *At least one presentation at a conference with national or international reach within 3 years.* |
| 1. Evidence of demonstrating involvement in effective postgraduate research supervision, or the ability to do so. | *Supporting and or mentoring students or others* |

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| **Core Teaching** | |
| 1. Evidence of or ability to undertake effective delivery of teaching, assessment and review of modules or other components of the taught portfolio. | *Good teaching feedback and/or through improved progression or retention.*  *Acting as an effective tutor or student project supervisor with successful outcomes.*  *A commitment to innovative teaching and CPD.* |

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| **Core Management** | | |
| 1. Evidence of taking an active part in decisions and activities in an academic unit or institution, beyond own research or teaching commitments. | | *Examples showing personal contribution and impact.* |
| ***Subject Specific*** | | |
| 1. Subject specific criteria:   Evidence of being a team player to achieve common research aims and outputs.  Research interests and potential to achieve substantial publication record in a marketing-related area.  Experience of engaging with and involving external organisations, businesses and networks (via teaching, research, conferences, school events).  An interest in developing new pedagogical approaches and in developing/mentoring early career academics. | | *Examples showing personal contribution and impact.*  *Outputs relevant to the areas specified and commensurate with a Lecturer role.*  *Examples showing personal contribution and impact.*  *Examples showing engagement.* |
| **Welsh Language** (*Delete as applicable)* | | |
| Level 1 – ‘a little’ (you do not need to be able to speak any Welsh to apply for this role)  *e.g. pronounce Welsh words, place names, department names. Able to answer the phone in Welsh (good morning / afternoon). Able to use of learn very basic every-day words and phrases (thank you, please, excuse me). Level 1 can be reached by completing a one-hour training course.*  For more information about the Welsh Language Levels please refer to the Welsh Language Skills Assessment web page, which is available [here](https://www.swansea.ac.uk/welsh-language-standards/compliance/recruitment/).  ***Subject Specific*** | | |

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