

## RECRUITMENT PACK

This document includes the following information:

- Job Description
- Person Specification
- Additional information

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### Making an application:

**Please complete the short on-line application form and attach the following 5 documents:**

- a) A covering letter setting out how you meet the requirements of the role as set out in the person specification.
- b) A full curriculum vitae (CV) including any publications. You should provide information on the range and content of your teaching and supervision experience, as well as on curriculum development. You should also specify your 4 most significant papers published within the past 5 years (or an equivalent number appropriate to being an early career researcher). Applicants from within the UK should indicate which publications have been submitted to the REF 2014 and any assessment of the rating for each piece of work; For more information about the REF visit [www.ref.ac.uk](http://www.ref.ac.uk)
- c) An education statement of no more than two sides of A4 setting out your track record in terms of contribution to pedagogical developments and, where appropriate, the development of professional practice. You should also include a reflective statement on your approach to research-led education and how it draws on pedagogical research. Also indicate how you ensure your continuing professional development as an excellent teacher in higher education.
- d) A research statement of no more than two sides of A4 providing details of your research plans for the next three years. This should include details of books, chapters or papers in progress together with planned publication dates. For journal articles please provide details of target journals and planned submission dates. If you have papers that are currently under review please detail the stage these have reached and the timescale you expect those papers to be accepted for publication. If you have papers that have been accepted for publication but not yet published please provide the date the paper was accepted for publication.
- e) A document of no more than two sides of A4 setting out your three year plan for generating external funding to support your research.

Shortlisting is undertaken by a panel after the closing date on the basis of information provided and failure to upload the requested documents will result in an application being rejected.

A commitment to sustaining an inclusive and diverse community is one of the University's Core Values and we are keen to address any imbalances in our workforce.

The University of Essex is proud to be part of the Disability Confident scheme and is committed to supporting diversity and equality, representative of our inclusive community. As part of our commitment to this scheme any candidate who has a disability and meets all the essential criteria for the role will be offered an interview. We also work in partnership with national disability organisation DisabledGo who provide detailed online access guides to many of our campus buildings and facilities which you may find useful.

Please note: We are only accepting on-line applications for this post. However, if you have a disability that makes it difficult for you to provide us with information in this way, please contact the Resourcing Team (01206-874588/873521/873461) for help.

**Closing Date: 29 January 2018**

**Interviews are planned for: 20 March 2018**



**JOB DESCRIPTION – Job ref REQ01073**

<b>Job Title and Grade:</b>	Lecturer in Marketing Grade 9
<b>Contract:</b>	Permanent, full-time
<b>Hours:</b>	A notional minimum of 36 hours per week
<b>Salary:</b>	£39,993 - £47,722 per annum
<b>Department/Section:</b>	Essex Business School
<b>Responsible to:</b>	Dean, Essex Business School
<b>Reports on a day to day basis to:</b>	Head – Management & Marketing Group
<b>Purpose of job:</b>	<p>The purpose of this post is to enhance the School's research profile and to both contribute to and lead in developing the field of marketing; to develop and actively engage in undergraduate and postgraduate teaching and supervision; and to extend the School's profile regionally, nationally and internationally through collaboration with other institutions.</p> <p>We would especially welcome applications from candidates with expertise in one or more of the following areas:</p> <ul style="list-style-type: none"> <li>• Digital Marketing</li> <li>• Consumer behaviour</li> <li>• Retail marketing</li> <li>• Marketing management</li> </ul>

**Duties of the Post:**

The main duties of the post will include:

1. Contributing to the teaching at both undergraduate and postgraduate levels in the area of Marketing.
2. Undertaking independent research in the field of marketing with the aim of publishing in high ranking journals (AJG 3\* and 4\* level) and contributing to the School's REF submission.
3. Contributing to teaching a range of different full time and short courses and degree schemes, at all levels, including new developments and modes of delivery.
4. Supervising masters and doctoral students, and undertaking assessment and examination duties as specified by the Dean of Essex Business School or their nominee.
5. Participating in knowledge transfer activities involving businesses and other stakeholders in the wider community.
6. Working with colleagues across the University to develop the Marketing portfolio.
7. The generation of research grant income, particularly from funding organisations that pay FEC overheads.
8. Undertaking a range of administrative duties, as specified by the Director of Essex Business School or their nominee.
9. Any other duties as may be assigned from time to time by the Director of Essex Business School or their nominee.

***These duties are a guide to the work that the post holder will initially be required to undertake. They may be changed from time to time to meet changing circumstances.***



**It should be noted that there is a contractual requirement for some members of academic staff to undertake research duties. If this requirement applies to a post it will be clearly stated in the job description, which forms part of the contract of employment.**

**Terms of Appointment**

For a full description of the terms of appointment for this post please visit:

<http://www.essex.ac.uk/hr/current-staff/terms.aspx#>

December 2017

## PERSON SPECIFICATION

<b>JOB TITLE: Lecturer in Marketing</b>
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### Qualifications/Training

	Essential	Desirable
▪ A postgraduate degree or equivalent level qualification in Marketing, or other specialism related to the area of the post	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ A PhD in Marketing, or specialism related to the area of the post (or be in the final stages of completion)	<input checked="" type="checkbox"/>	<input type="checkbox"/>

### Experience/Knowledge

	Essential	Desirable
▪ Academic expertise in the area of marketing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Knowledge and understanding of relevant research methodologies	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Evidence of research output, either published or publishable, of peer-reviewed international quality	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of teaching in the area of marketing, or demonstrable potential for achieving this	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Demonstrable evidence of a clear publication plan for submission to future Research Excellence Framework (REF) programmes	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of curriculum design and development	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Experience of work-based learning	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Experience of online course tutoring	<input type="checkbox"/>	<input checked="" type="checkbox"/>

### Skills/Abilities

	Essential	Desirable
▪ The ability to complement and strengthen the School's teaching and research activities in the specified areas	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ The ability and willingness to play an active part in the administration of the School	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ The ability and willingness to work with colleagues as part of a team	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Excellent organisational, communication and interpersonal skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Demonstrate experience of involvement with accreditation activities	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ The demonstrable potential for attracting external research funding	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ The ability to contribute to other areas of teaching	<input type="checkbox"/>	<input checked="" type="checkbox"/>

### Other

	Essential	Desirable
▪ Ability to meet the requirements of UK 'right to work' legislation*	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ A willingness to be involved in extra-curricular activities within the School e.g. open days etc.	<input type="checkbox"/>	<input checked="" type="checkbox"/>



\* The University has a responsibility under the Asylum, Immigration and Nationality Act 2006 to ensure that all employees are eligible to work in the UK. Prior to commencing employment, the successful candidate will be asked to provide documentary evidence to this effect. The University may be able to offer Tier 2 Sponsorship for this role. For further information about UK immigration requirements please follow this link <https://www.gov.uk/government/organisations/uk-visas-and-immigration>

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## Essex Business School

### Department

You can find more information about the department at the following link: <http://www.essex.ac.uk/ebc/>

### People Supporting Strategy

Please find a link to the People Supporting Strategy.

<http://www.essex.ac.uk/hr/policies/docs/people-oct15.pdf>

### General information

Informal enquiries may be made to Professor Paurav Shukla, Head of Group – Management & Marketing (telephone: 01206 872260, e-mail: [Paurav.Shukla@essex.ac.uk](mailto:Paurav.Shukla@essex.ac.uk)). However, all applications must be made online.

### Benefits

Our staff and students are members of the University for life. We believe a person's potential is not simply defined by grades or backgrounds, but by willingness to question, to collaborate and to push at the edges of knowledge and their own potential.

As an employer we offer a range of benefits and a commitment to career development and equal opportunities in an environment that both reflects and creates a rich interaction of people, disciplines and ideas.

- Pension scheme
- Generous holiday entitlement
- Competitive salaries
- Training and development Family Friendly policies
- On campus childcare facilities, for more information visit [www.wivenhoeParkDayNursery.co.uk](http://www.wivenhoeParkDayNursery.co.uk)
- Childcare vouchers
- Relocation package for qualifying staff
- Interest free season ticket loan
- Range of optional salary exchange tax benefits (pension, childcare and bicycle schemes)

### No smoking policy

The University has a no smoking policy.

This document is produced by:

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