



Job Specification

Job title:	Reader or Professor in Marketing	Location:	
Department:	School of Management	Responsible to:	The Dean of the School of Management

Purpose of the job:

1. To provide academic leadership, inclusive of teaching and research developments, in the Marketing group within the School.
2. To take a leading personal and developmental role in research activity within the School in the field of Marketing
3. To develop a vision and positioning for one or more fields in Marketing in the School.
4. To grow and support the CRiAC research centre.
5. To contribute to the teaching, management and development of courses in the School of Management

Duties and Responsibilities:

1. To undertake and publish research in internationally leading peer-reviewed journals.
2. To build a portfolio of highly respected publications. This will be primarily focused on 4 and 3 ranked journals in marketing (as per the ABS list).
3. To actively seek research funding from external sources.
4. To contribute to the development and research effectiveness of colleagues in the Marketing group.
5. To contribute to the management, teaching and development of academic programmes in the School of Management.
6. To supervise higher degree students.
7. To provide academic leadership across all the School's activities.
8. To undertake other duties and responsibilities as allocated by the Dean of the School of Management and the Head of Group Marketing.

Person Specification

Qualifications	Essential	Desirable	Assessed by: AF/ Int/T/R*
1. Phd in relevant area	Essential		AF

Experience and Knowledge	Essential	Desirable	Assessed by: AF/ Int/T/R*
A deep, sustained interest in one or more fields within Marketing.	Essential		AF/Int/R



Publications in internationally leading peer-review journals	Essential		AF/Int/R
Evidence of successful grant applications.		Desirable	AF/Int/R
Substantial experience in successful teaching and course leadership at the undergraduate and/or postgraduate level.	Essential		AF/Int/R
Experience in teaching MBA and executive development programmes to senior and middle managers and professionals		Desirable	AF/Int/R
Experience in the development of new degrees and educational programmes		Desirable	AF/Int/R
A research approach which is either theory-driven or which clearly combines theory and practice.		Desirable	AF/Int/R
Editorial review board experience in major marketing journals		Desirable	AF/Int/R

Skills	Essential	Desirable	Assessed by: AF/ Int/T/R*
This role will require considerable social, political and diplomatic skills to work in the School and the University	Essential		Int/R
The ability to construct a clear educational and research agenda which matches well the aspirations of the School and also is effectively communicated to key stakeholders and outside the University	Essential		Int/R
Ability to develop and implement a vision	Essential		Int/R



for the future development of some area of Marketing within the School			
The person will also require strong interpersonal skills to engage with senior figures in the public and private sectors	Essential		Int/R
Strong oral and written communication skills and the ability to influence key policy makers	Essential		Int/R
Strong conceptual and analytical abilities and the capacity to write effective research grant applications	Essential		AF/Int/R
Established track record of leading academic teams and growing teaching groups within a wider context	Essential		AF/Int/R

Attributes	Essential	Desirable	Assessed by: AF/ Int/T/R*
Commitment to working within University procedures	Essential		Int/R
Commitment to safe working practices	Essential		Int/R
Commitment to working within professional and ethical codes of conduct	Essential		Int/R

*(Application form, Interview, Testing, References)