



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Lecturer in Marketing, Marketing Division, Leeds University Business School



Salary: Grade 7 (£33,797– £40,322 p.a.) or Grade 8 (£41,526 – £49,553 p.a.)

Reference: LUBSC1495

We will consider job share and flexible working arrangements

Lecturer in Marketing

Marketing Division

Leeds University Business School

Are you an academic with proven abilities to carry out teaching and research in marketing and related topics? Do you have an excellent research record and proven success obtaining funding? Are you passionate about delivering an exceptional student experience in a research-intensive Russell Group University?

As a Lecturer, you will carry out research, teaching and management within the division, faculty, and university, and contribute to academic leadership in the field of business with specific emphasis on marketing.

Leeds University Business School (LUBS) places a premium on international levels of scholarship and research excellence and you will be expected to place a role in leading the development of the scholarly standing of the Marketing Division.

The Marketing Division at LUBS is an established and internationally esteemed centre of excellence for scholarly research work and teaching in marketing. Under the leadership of its professors, the Marketing Division is making great strides in its research performance and now exhibits considerable strength and depth. It is one of the leading centres of marketing learning and teaching in the world and offers specialised degree programmes that combine high academic standards with practical application in today's rapidly changing business environment. Academics in the Marketing Division provide cutting edge research-informed teaching by bringing their world-leading research and practice expertise in to the classroom.

What does the role entail?

As a Lecturer in Marketing your main duties will include:

- Being actively involved in research, innovation and impact at a national and international level, as well as contributing to local School/Faculty activity;
- Maintaining a record of high quality publications of national and international standing;
- Attracting research funding individually and collaboratively to underpin high quality research activity and research programmes/projects;



- Promoting the integration of your own research area with other research interests within and, as appropriate, outside the School and Faculty;
- Providing research supervision and training to UG and PG students;
- Helping to attract students to the University;
- Undertaking research-led teaching at different levels, including assessment and examinations;
- Providing support and guidance to students, providing timely feedback, acting as an academic personal tutor, resolving issues and/or referring to specialist parties, where appropriate.

In addition, for Lecturer Grade 8 your main duties will include:

- An outstanding track record of research and clear potential to publish in highly ranked journals;
- Contribute towards module design, review and quality assurance mechanisms
- Providing research supervision to PhD students;
- Taking on leadership roles and managing initiatives which facilitate Divisional, School or University performance or business.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.

What will you bring to the role?

As a Lecturer in Marketing you will have:

- A PhD in a Marketing or near completion of a PhD in Marketing;
- Expertise in one area related to marketing analytics, big data modelling, digital marketing, and/or marketing strategy would fit particularly well with the role, although other high quality specialist areas will also be considered;
- A clear plan for future research projects;
- Potential to publish high quality publications in refereed journals commensurate with a 3 and/or 4 star rating in terms of originality, significance, and rigour as defined by the REF output criteria;
- Successful recent experience of teaching in a related subject at undergraduate level;
- A willingness and ability to teach effectively at all levels and an enthusiastic approach to all aspects of teaching;



- An understanding of the principles of research-led teaching and a demonstrable ability to integrate research with learning and teaching to deliver an excellent student experience;
- The ability to motivate and engender enthusiasm in others, as evidenced for example in student feedback obtained from teaching;
- A high level of interpersonal and communication skills, including written;
- Excellent communication and IT skills to support and enhance teaching and research, and MS Office (Word, Excel, PowerPoint), to support and enhance teaching and research activity;
- The ability to work alone or as a team effectively, responsibly and independently, and to work under pressure.

At Grade 8, you will also have:

- A PhD in Marketing;
- A record of obtaining funding for research purposes or potential for obtaining funding in the future;
- A track record of high quality publications in refereed journals commensurate with a 3 and/or 4 star rating in terms of originality, significance, and rigour as defined by the REF output criteria;
- Successful recent experience of teaching in a related subject at Masters level;
- The ability to contribute to management and administrative processes and structures, including managing resources and/or staff.

At Grade 7, you may also have:

- A track record of high quality publications in refereed journals commensurate with a 3 and/or 4 star rating in terms of originality, significance, and rigour as defined by the REF output criteria;
- HEA accreditation or an equivalent teaching qualification;
- Experience of supervising, assessing and providing feedback for undergraduate and/or postgraduate dissertations.

At Grade 8, you may also have:

- HEA accreditation or an equivalent teaching qualification
- Experience of supervising, assessing and providing feedback for undergraduate and/or postgraduate dissertations;
- Experience of proactively developing new (online and offline) teaching approaches and materials in the area of Marketing;



- Experience of module/programme/academic leadership;
- Evidence of engaging or forging links with marketing practitioners for research.

How to apply

You can apply for this role online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised closing date.

Contact information

To explore the post further or for any queries you may have, please contact:

Dr. Babis Saridakis, Divisional Director of Research

Email: B.Saridakis@leeds.ac.uk

Or

Dr. Zhaleh Najafi Tavani, Associate Professor of Marketing

Email: Z.NajafiTavani@leeds.ac.uk

Additional information

Working at Leeds

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our [Working at Leeds](#) information page.

Candidates with disabilities

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at disclosure@leeds.ac.uk.



Criminal record information

Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be, in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

