1. CONTEXT AND SUMMARY

1.1. The Chair in Marketing will:

   1.1.1. deliver research-led education that contributes to an exceptional student experience;

   1.1.2. deliver top quality research outputs that contribute to impact and innovation;

   1.1.3. expect to take on a significant leadership role in the organisation in education and/or research.

2. MAIN POSTHOLDER RESPONSIBILITIES

2.1. Undertake internationally leading research and inspirational teaching, taking a leadership role in translating excellence in research and scholarship into learning opportunities for students.

2.2. Profess and promote the discipline of Marketing nationally and internationally, winning prestige for both the discipline and the University.

2.3. Provide a major contribution to the strategic academic development, direction and leadership of the Division, Faculty and University.
2.4. Promote and help to deliver excellence in research and student education for the School and the highest standards of student experience.

2.5. Support and mentor less experienced academic and research staff to promote career development and the nurturing of academic talent.

3. RESPONSIBILITIES – STUDENT EDUCATION

3.1. Inspire students through research-led teaching on undergraduate and postgraduate taught courses, achieving high standards of student feedback.

3.2. Provide a leading contribution to the Division and, as appropriate, Faculty policy and practice in teaching, promoting world class education and an exceptional student experience.

3.3. Take a lead role in the design, development and planning of modules and programmes.

3.4. Take a lead role in the review of modules and programmes and in quality assurance and enhancement processes within the subject area.

3.5. Develop innovative approaches to learning and teaching.

3.6. Provide high quality student support, acting as a personal tutor, supporting involvement in Leeds for Life, and working with students as members of a learning community to sustain ‘The Partnership’.

4. RESPONSIBILITIES - RESEARCH, INNOVATION & IMPACT

4.1. Develop and lead excellent research, innovation and impact at national and international levels.

4.2. Establish and maintain a high quality record of research output in leading internationally-recognised publications.

4.3. Achieve sustained high levels of research funding individually and/or in collaboration with others and develop and maintain networks and promote links with Research Councils and external organisations.

4.4. Provide academic leadership and guidance to colleagues working within own research area and more widely across the Division, Faculty and University, building research teams and promoting the development of a vibrant and sustainable research culture, community and environment in the School.

4.5. Attract high quality postgraduate research students to the University and provide them with excellent supervision which supports timely completion and subsequent employability.

4.6. Build and sustain relationships with external bodies to develop the School’s innovation and impact agenda.

4.7. Promote the integration of research interests within the School, across the University and externally.
5. RESPONSIBILITIES - LEADERSHIP & MANAGEMENT

5.1. Make a dynamic, ambitious, energetic contribution to the development and delivery of the School’s academic mission.

5.2. Provide a major input to the strategic academic development and direction of the School and the Faculty and to the academic leadership of the discipline.

5.3. Make a significant contribution to the University through its governance structures and by representing the University externally.

5.4. Manage or lead major initiatives and/or multidisciplinary areas of work which improve Divisional, Faculty or University performance.

5.5. Actively promote and engage with the University’s People Management Framework (http://www.leeds.ac.uk/hr/development/pmf.htm) to ensure high standards of employment practices and staff management across the School.

5.6. Adhere to University values and standards, including the Leadership and Management Standard, and in line with University policies and procedures and local Faculty/School benchmarks as appropriate, upholding high professional standards and leading by example.

5.7. Exercise leadership in alignment with the University Leadership and Management Standard (http://www.sddu.leeds.ac.uk/sddu-University-of-Leeds-leadership-and-management-standard.html), ensuring that appropriate staff training and development is identified and undertaken.

5.8. Sustain own continuing professional development as a leader.

5.9. Maintain a safe and healthy work environment, including ensuring compliance with health and safety legislation and the undertaking of appropriate risk assessments.

5.10. Comply with the University’s financial and procurement procedures and regulations, undertaking relevant induction/training.

This job description provides a framework for the role and it may be necessary to undertake other duties commensurate with the post as might reasonably be required.

6. PERSON SPECIFICATION

Candidates will be expected to demonstrate appropriate levels of experience and skill to enable them to achieve the requirements of the job description. The following skills and abilities are essential in this context:

6.1. Have a PhD or other doctorate in a relevant discipline or equivalent research experience.

6.2. Evidence understanding of the principles of research-led teaching and a track record of integrating research with learning and teaching to deliver an excellent student experience, and an ability to lead the development a portfolio of modules.

6.3. Demonstrate ability to provide academic leadership in research both by own work and through the encouragement and stimulation of colleagues.
6.4. Demonstrate a track record of sustained delivery of ambitious and imaginative academic leadership.

6.5. Evidence an excellent track record of research and publication meeting international standards of academic excellence, including a significant quantity of 3* and 4* REF equivalent published research.

6.6. Knowledge and experience of advanced quantitative methods, including multi level modelling and structural equation modelling.

6.7. Research expertise and achievements in sales management, customer engagement and customer orientation of frontline service employees.

6.8. Show international links and evidence of effective engagement with and influencing national and international research agendas.

6.9. Demonstrate ability to work across subject areas, linking appropriately with other disciplines and research groups.

6.10. Demonstrate a track record of effective team working and collaborative development.

6.11. Evidence willingness and capacity to take on a significant role in Faculty/School development.

6.12. Demonstrate excellent organisational and communication skills.

6.13. Demonstrate ability to think laterally, to be imaginative and to anticipate trends and opportunities.

7. INFORMAL ENQUIRIES

Preliminary enquiries about the post may be made to:
Professor Constantine Katsikeas, Head of Marketing Division -
E-mail: csk@lubs.leeds.ac.uk

8. SUPPORTING INFORMATION

About the Faculty and its Mission and Strategy

The University of Leeds was formed with its own Royal Charter in 1904, the first university to be founded in the Yorkshire and Humber region and retains its regional primacy today. It has a long and distinguished tradition in Economics, within which Accounting and Industrial Studies also developed, but the University’s emergence as a force in Business and Management began in 1994, and then gained further momentum when the Business School was formed from the School of Business and Economic Studies in 1997.

LUBS was brought together physically by its move to its present site, the Maurice Keyworth Building, in 1999. This £10.7 million project was the culmination of a fund-raising campaign and extensive conversion of a Grade 2 listed building to its modern, purpose-design. Since that time, research funding has been achieved to convert nearby facilities to facilitate expansion.
Led by its present Dean, Professor Peter Moizer, who took up his appointment in 2008, the Business School is one of the nine Faculties of the University in its own right.

The Dean of the School is a member of the University’s Faculty Management Group, participating fully in the major strategic decisions of the University.

LUBS’ mission is to make an exceptional impact on business and society globally through leadership in research and teaching. The two key elements crucial to achieving this mission are:

- Research: to produce and disseminate research of world class quality, within the School and through international partnerships which increases knowledge, skills, understanding and impact.

- Student Education: to enable individuals to develop their academic potential, their employability, their global and cultural insight and their ethical awareness to enhance their potential to benefit business and society.

**Student Education**

The Faculty of Business is a full-range school, encompassing first-degree, MBA, specialist Masters, research, and enterprise and knowledge transfer programmes. We teach over 2,600 students from more than 80 countries.

*The Undergraduate Programme* at the University of Leeds offers considerable choice through an extensive range of joint honours, as well as single honours degrees. Many students study both in LUBS and in another Faculty of the University. The main programme areas are Management, International Business, Accounting and Economics. There is also a joint programme in Management with Marketing and a degree in Human Resource Management. All students have the opportunity to undertake both a one year work placement and to spend a year studying abroad. We have strong links with employers and Leeds has been named as one of the top universities in the UK for enterprising students.

*The Leeds MBA* comprising linked full-time and executive programmes is accredited by the Association of MBAs (AMBA). The combined annual intake is approximately 70, of whom 30 are from the UK. Our part time Executive MBA has been ranked top in the North of England in The Economist 2013 rankings as well as being 3rd in the world for salary and 7th in the UK for career development. The executive programme is taken part-time by practising managers and comprises modules delivered intensively in workshops which are held at Weetwood Hall, the University’s purpose-designed hotel and conference centre three miles from the campus.

*Specialist Masters Programmes* have expanded considerably. There are over 900 students of almost 50 nationalities undertaking a strong portfolio of programmes, the most popular being those in Marketing, Finance, International Business and Human Resources. Our programmes are globally recognised and ranked, including the Financial Times Masters in Management and Masters in Finance rankings, and runner up for the Times University of the Year 2014. Many of our programmes are professionally accredited including CIPD, AMBA and BPS. We offer a professional focus with professional skills classes and careers and employability support for all students.

*Research Degrees.* There are almost 150 doctoral students within the Business School: 55 in Management, 21 in Accounting and Finance, 16 in Marketing, 18 in Economics, 12 in International Business and 25 in Work and Employment Relations. The University is
part of the Economic and Social Research Council (ESRC) accredited White Rose Doctoral Training Centre, a collaboration between the Universities of Leeds, York and Sheffield, which offers a wealth of supervisory expertise and training opportunities across the social sciences.

Research Excellence

We believe that research should make a difference, inspiring business managers, existing policy makers and informing society. As part of a Russell Group University innovative and challenging interdisciplinary research is at the heart of what we do.

The intellectual strengths, in which the School has developed an international reputation, include strategic management of multi-national enterprises; finance; corporate governance; organisational cognition and development; strategic decision-making; regulation of employment relations; the changing nature of work; and international marketing strategy.

Members of the Faculty are at the forefront of major developments in basic and applied research across the spectrum of business, management, accounting, finance and economics. They also contribute to the social science disciplines from which the field draws many of its insights. Senior staff of the School have held leadership positions and committee membership with, or advised major policy-making bodies and learned societies. These include the Academy of International Business (Professor Peter Buckley), the Academy of Management (Professor Gerard Hodgkinson), the Economic and Social Research Council’s Training and Development Board and Research Grants Boards (Professor Richard Thorpe and Professor Gerrard Hodgkinson respectively). Leading journals such as the Journal of Management Studies and Work Employment and Society are edited from Leeds.

Ranked in the UK top ten for research according to the RAE (2008), we have developed research centres and groups cutting across traditional boundaries. A vibrant pervasive research culture is evident through LUBS’ research centres which are flexible, high-quality, multi-disciplinary groups at the forefront of their subjects. They take opportunities rigorously to analyse issues through enduring theoretical processes and to form close relationships with the world of practice. Leading research centres include the Centre for Decision Research; Centre for International Business at the University of Leeds (CIBUL); the Socio-Technical Centre; the Centre for Advanced Studies in Finance (CASIF); The International Institute of Banking and Financial Services (IIBFS); the Credit Management Research Centre (CMRC) and the Centre for Employment Relations, Innovation and Change (CERIC).

LUBS has been awarded competitive research grants and fellowships at the highest level, including from the Research Councils, the EU, Government Departments, and industry. Many major funded research projects in recent years have been as co-investigators, including an EPSRC innovations in medical health research project lead from the Faculty of Engineering and a Marie Curie early career network project which the Faculty leads and which is jointly delivered by six business schools across Europe.

The School’s policy is to identify a research mentor for all staff and a programme of study leave is available which is taken one semester in six by research-active staff. Internally-funded ‘seedcorn’ awards are designed to promote high-potential ideas and enhance their prospects of achieving funding or important publications.
International Profile and Initiatives

International issues form the fundamental purpose of CIBUL, an integral part of the White Rose Centre for East Asian Studies (WREAC), a five year £4.5 million national initiative of AHRC, ESRC and HEFCE. The scope of CIBUL extends into the work of several other research centres, including the Centre for Advanced Studies (CASIF) which aims to promote international collaboration in the training of research postgraduates and has created a programme of advanced research training for post-Masters students from Tsing Hua University, China. In Economics much of the research is conducted in collaboration with colleagues in the US (University of Southern California, Rice University, University of Rochester) and in continental Europe. LUBS co-ordinates an international Corporate Governance Research Network through which academic staff from 13 countries and four continents communicate. There is an ambitious research agenda ranging across many of the major issues in corporate governance.

The School has founded the India and South Asia Business Centre (ISABC) to build upon the expertise of CIBUL to facilitate new research, enterprise/knowledge transfer and teaching opportunities. It has harnessed its excellent relationships in India and China to conclude agreements with the Indian Institutes of Management at Ahmadabad and Calcutta. These are among the leading business schools in India, with students of exceptionally high calibre. Postgraduate students from both schools have now experienced teaching and organisation-based projects in Leeds.

Although LUBS already has a highly diverse faculty and student body, it is seeking to achieve an even greater international profile with more international research and more outgoing and incoming study opportunities. Relationships with several leading universities in China are developing with a view to agreeing student exchange or recruitment at undergraduate level. LUBS has re-profiled its Study Abroad partnerships and identified excellent summer school opportunities in Denmark and Brussels for its MBA students.

The University of Leeds, more generally, is a founding member of the World Universities’ Network (WUN) which facilitates opportunities to create internationally collaborative relationships in research and teaching.

LUBS is accredited by EFMD under the European Quality Improvement System (EQUIS) and by the Association of MBAs (AMBA). We are also one of only three Business Schools to hold the prestigious gold standard for the Small Business Charter. We are members of AACSB and are currently progressing through the accreditation process. For further information, see:

www.efmd.org/equis
www.mba.org.uk
www.aacsb.edu
http://smallbusinesscharter.org/

In addition to the research ratings (see ‘Research’ above), LUBS gained the equivalent of a rating of ‘Excellent’ from the Quality Assurance Agency for the quality of its learning and teaching.

In ‘Which MBA?’ published annually by The Economist Intelligence Unit, LUBS’ position has risen to 52nd in the world, 10th in the UK. Particularly highly rated were Leeds’ alumni salary increases (6th in the world), student quality (14th), student diversity (21st) and internationalisation of alumni (27th).
Interdisciplinary Collaboration

We believe in cross-departmental collaboration and the development of national and international partnerships with other Universities and businesses. Interdisciplinary collaboration is vital in order to understand the changing and challenging international business environment, to push old boundaries and forge fresh ones.

Management and Staffing Structure

There are six academic divisions:

- Accounting and Finance
- Economics
- International Business
- Management
- Marketing
- Work and Employment Relations

The development and delivery of the School’s strategy is the responsibility of the Dean, working with the Strategy Group and with the Faculty Executive Group (FEG) which comprises the Pro-Deans for Research and for Learning and Teaching, the heads of the six constituent divisions, the directors of postgraduate and undergraduate studies, Finance Manager, Marketing Manager, and HR Manager.

The Heads of Division report to the Dean.

Other leading bodies within the School are:

- Strategy Group
- Research Committee
- Learning and Teaching Committee, with Postgraduate and Undergraduate sub-committees
- Graduate School Committee
- Promotions Committee
- School Board, of which all members of staff are members

Professional Staff

External reviewers, consultants and examiners consistently report that the professional staff, who are complementary to the academic staff, are one of the School’s strengths.

LUBS has consistently aimed to ensure that its academic staff may give priority to research and teaching: management and administrative roles are undertaken by professional staff wherever possible. The range of the professional staff has increased in order to enable LUBS to establish itself as a leading international business school. Staff are deployed in the management of Learning and Teaching (Undergraduate, Postgraduate, PhD Offices, Teaching Quality, Virtual Learning Environment), Careers, Research, Enterprise and Knowledge Transfer, Marketing including Alumni Relations, Finance, Information Technology, Human Resources, Facilities including Health and Safety, and Strategy and Governance.
The School’s policy is constantly to improve the professional services it provides to students, staff and external constituents. It does so through learning opportunities within the group, development through secondments and shadowing, and benchmarking with other leading business schools.

9. **FURTHER INFORMATION**

Terms and conditions of service applicable to appointments at professorial level can be viewed at: [http://hr.leeds.ac.uk/](http://hr.leeds.ac.uk/).

The salary, which is negotiable, will be within the Professorial range - minimum £59,913 (pro rata).

Appointment to an academic or academic-related staff post confers the right to join the Universities’ Superannuation Scheme (USS), although membership of this scheme is not a condition of employment. Members of the scheme are contracted out of the State Second Pension.

Participation in the Staff Review and Development Scheme is a condition of employment for academic and related staff.

The University of Leeds is an equal opportunities employer. We welcome applications from all sections of the community regardless of gender, ethnic origin or disability. Women and members of ethnic minorities and disabled people are under-represented in the University in posts at this level and the University would therefore particularly welcome applicants from members of such groups whilst, however, affirming that the appointment will be made entirely on merit.

**University Values**

All staff are expected to operate in line with the university’s values and standards, which work as an integral part of our strategy and set out the principles of how we work together. More information about the university’s strategy and values is available at [http://www.leeds.ac.uk/comms/strategy/](http://www.leeds.ac.uk/comms/strategy/).

**Disclosure and Barring Service Checks**

A Disclosure and Barring Service (DBS) Check is not required for this position. However, applicants who have unspent convictions must indicate this in the ‘other personal details’ section of the application form and send details to the Recruitment Officer.

**Right to work**

EEA nationals except those from Croatia have an automatic right to work and live in the UK. Swiss nationals also have these rights. If you are from outside the EEA or you are a national of Croatia, unless you already can evidence that you have the right to work in the UK with relevant documentation, you will need a certificate of sponsorship and leave to enter and remain in the UK before you can take up employment at the University.

Tier 2 certificates of sponsorship are normally granted only where the job requires at least a first degree. At this level the University is required to show that it is unable to recruit an appointable resident worker before a certificate of sponsorship can be granted. For jobs requiring a PhD the requirement is to show that the non EEA national is the best candidate for the job before a certificate will be granted.
Any offer of employment is made on the condition that we are granted permission by UK Visas and Immigration to employ you and that you are granted entry clearance/leave to remain (visa) in the UK. We will apply for a certificate of sponsorship once you have accepted the offer of employment. You are responsible for applying and paying for your appropriate entry clearance/leave to remain in the UK. Once a certificate of sponsorship has been obtained we will contact you to let you have the certificate number which you will need to submit your visa application. You may not take up the employment until both the certificate of sponsorship and the entry clearance/leave to remain, if appropriate, have been approved. If you do any work before this you are working illegally and this may affect your application / continued employment. Your employment will be conditional upon your continued eligibility to live and work in the UK.

More information is available on the UK Visas and Immigration website at: https://www.gov.uk/government/organisations/uk-visas-and-immigration.

Disabled Applicants

Disabled applicants wishing to review building access are invited to contact the department direct. Additional information may be sought from the Recruitment Officer, email disclosure@leeds.ac.uk or tel +44 (0)113 343 1723.

Disabled applicants are not obliged to inform employers of their disability but will still be covered by the Equality Act once their disability becomes known.

Further information for applicants with disabilities, impairments or health conditions is available in the applicant guidance.

Data Protection

The information you provide in your application will be used to consider your suitability for the post you have applied for. If your application is not successful, the information will be disposed of confidentially within 9 months. If your application is successful and you are appointed, your information and future data will be processed in accordance with the University’s Data Protection Code of Practice. A copy of this code can be obtained from either the University of Leeds Human Resources Department or by visiting: http://www.leeds.ac.uk/secretariat/data_protection_code_of_practice.html.

Health and Safety Responsibilities

You are required to adhere to, and comply with the provisions of the Health and Safety at Work Act, related Regulations, and act in accordance to the University’s Policy on Health and Safety which can be accessed via: http://www.leeds.ac.uk/safety/.

In addition, you are also required to co-operate with regard to the implementation of the Health and Safety arrangements and should not interfere with or misuse anything provided in the interest of Health, Safety and Welfare at Work.

Equality and Diversity Statement

The University of Leeds is proud to be a multi-cultural community. We value diversity, and are determined to ensure:

- that we treat all individuals fairly, with dignity and respect;
- that the opportunities we provide are open to all;
that we provide a safe, supportive and welcoming environment – for staff, for students and for visitors.

We recognise that we still have work to do to secure a truly inclusive community, and we are committed to a wide-ranging plan of action to tackle discrimination and to promote diversity.

The Equality and Diversity Statement forms part of the University’s Equality and Diversity Policy, which applies to staff and students alike and, along with the Policy on Dignity and Mutual Respect, is available on the University’s website at: http://www.equality.leeds.ac.uk/university-policies-2/.

Further information and advice are available from The Equality Service, tel: +44 (0) 113 343 3927 or by email: equality@leeds.ac.uk.

Information for international staff moving to the UK can be found at: http://www.internationalstaff.ac.uk.

10. HOW TO APPLY

Applicants should study the job description and the person specification, then complete the online application form, attaching any additional information as required by following the online instructions.

Applications should include the following:

- a completed online application form – https://jobs.leeds.ac.uk
- a copy of your curriculum vitae.

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Should you have any queries regarding the application process, please contact David Brett, Reward, Recruitment and Resourcing Administration Officer, tel +44 (0)113 343 5775, email: d.j.brett@adm.leeds.ac.uk.