



**UNIVERSITY OF LEEDS**

## **CANDIDATE BRIEF**

**Professor of Market-based Analytics and Strategy,  
Marketing Department, Leeds University Business School**



**Salary: Grade 10**

**Reporting to: Head of Department**

**Reference: BUSMK1006**

**Closing date: 6 July 2025**

**Location: University of Leeds main campus (with scope for hybrid working)**

**We are open to discussing flexible working arrangements.**

## **Professor of Market-based Analytics and Strategy, Marketing Department, Leeds University Business School**

**Are you passionate about delivering world-leading research and an exceptional student experience? Are you an experienced academic leader looking for a challenging senior leadership position?**

The Marketing Department is looking for enthusiastic individuals to undertake the role of Professor of Market-based Analytics and Strategy. You will have a sustained track record of internationally recognised research, teaching excellence and academic leadership. Working within the Marketing Department, Leeds University Business School (LUBS) and University, you will provide academic leadership in the field of marketing.

The applicant should be able to demonstrate expertise through high quality publications in leading academic journals in these areas. You should be able to show a range of expertise in both conceptual and empirical methodology. You should be able to teach courses related to these topics at the post-graduate and doctoral levels. It is also expected that you will be able to supervise doctoral students in a variety of topics and therefore show experience in chairing doctoral theses. Potential to offer Executive Education in the topics listed above exist and, therefore, prior experience in conducting executive seminars and participative workshops is desirable.

LUBS places a premium on international levels of scholarship and research excellence, and you will be expected to play a role in directing the development of the scholarly standing of the Marketing Department. LUBS is internationally renowned for the quality of its teaching and its research output. Our work covers the full spectrum of business disciplines, teaching undergraduate, masters and doctoral students and creating new knowledge through research. You will enhance our international reputation with your research expertise.

The Marketing Department 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 Department 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 Department provide cutting edge research-informed teaching by bringing their world-leading research and practice expertise into the classroom.

With its strong and experienced membership, the Marketing Department is one of the world-leading groups in Marketing research and education, and your leadership will play a vital role in continuing and developing this tradition.

Delivering top-quality research outputs that contribute to impact and innovation, you will help us to increase our already-significant international presence and be a key player in our mission to make an exceptional impact on business and society globally, through leadership in research and teaching.

You will have a sustained track record of integrating research with teaching and learning to deliver an excellent student experience, along with sustained delivery of ambitious and imaginative academic leadership. With the ability to forge strong partnerships across subject areas, you will have excellent organisational, collaborative and communication skills.

## **Main duties and responsibilities**

- Establishing and directing a world-class research programme that achieves sustained high levels of research funding on your own and/or in collaboration with others and maintains high quality research outputs in leading internationally recognised publications;
- Inspiring students through research-led teaching on undergraduate and postgraduate taught courses, taking a lead role in the development of modules and programmes and achieving high standards of student feedback;
- Promoting the discipline of marketing and related areas and winning prestige internationally for both the discipline and the University;
- Representing the University externally, developing and maintaining networks and promoting links with Research Councils and external organisations;
- Providing a major contribution to the strategic academic development, direction and leadership of the School, as well as making a significant contribution to the University through its governance structures;
- Supporting and mentoring less-experienced academic and research staff to promote career development and the nurturing of academic talent;



- Attracting high-quality postgraduate research students to the University and providing them with supervision that supports timely completion and subsequent employability;
- and delivering major initiatives and/or areas of work which improve Department, Faculty or University performance.

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.

## Qualifications and skills

### Essential

- A PhD or other doctorate in a relevant discipline or equivalent research experience;
- A track record of integrating research with learning and teaching to deliver excellent student experience, and an ability to lead the development of a portfolio of modules or courses;
- A high-level track record of leading research programmes and shaping research, innovation and impact agendas at national and international levels;
- A track record of sustained delivery of committed and imaginative academic leadership, both through your own work and through the encouragement and stimulation of colleagues;
- An excellent track record of research and publications meeting international standards of academic excellence and impact, including 4\* REF-equivalent published research that makes a lasting and significant mark within the discipline;
- Sustained levels of research funding, on your own and/or in collaboration;
- A track record of effective teamwork and collaborative development;
- A willingness and demonstrated capacity to take on a significant leadership role in School development, with the ability to think laterally, to be imaginative and to anticipate trends and opportunities;
- Excellent organisational and communication skills;
- A commitment to promoting and supporting diversity, equality and inclusion within the School.



## 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.

Your application should include:

- A **supporting statement** addressing the criteria and evidencing your suitability for the role through relevant experience and achievements;
- Your **curriculum vitae** giving full details of qualifications and experience.

## Contact information

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

**Professor Josko Brakus, Head of the Marketing Department**

Email: [k.brakus@leeds.ac.uk](mailto:k.brakus@leeds.ac.uk)

## Additional information

### Working at Leeds

We are a campus-based community and regular interaction with campus is an expectation of all roles in line with academic and service needs and the requirements of the role. We are also open to discussing flexible working arrangements. To find out more about the benefits of working at the University and what it is like to live and work in the Leeds area visit our [Working at Leeds](#) information page.

### Our University and School

As an international research-intensive university, we welcome students and staff from all walks of life. We foster an inclusive environment where all can flourish and prosper, and we are proud of our strong commitment to student education.

At Leeds University Business School we work hard to ensure that our shared University values (collaboration, compassion, inclusivity and integrity) guide all our activities. We are committed to developing our culture so that we are able to work together to deliver our purpose to “make an exceptional impact on the economy,





society and the planet". We aim to do this by pursuing our goals of developing innovative solutions for society and building a community of responsible leaders.

Everyone at the Business School has a part to play in realising this vision - whether you are involved in education, research, external engagement or professional support. Everyone has skills, knowledge, talent and experience of value - we all have something to offer and we all have a part to play in contributing to collective success. This is at the heart of who we are and how we treat one another. We want all colleagues to feel excited about going to work, to feel valued, to be challenged, to feel part of something bigger and to have fun along the way. To make this a reality we expect all colleagues to champion our shared values, to help us to strengthen our culture and to contribute to our common purpose.

We are dedicated to diversifying our community and we welcome the unique contributions that individuals can bring, and particularly encourage applications from, but not limited to Black, Asian, people who belong to a minority ethnic community; people who identify as LGBT+; and disabled people. Candidates will always be selected based on merit and ability.

### **Information for disabled candidates**

Information for disabled candidates, impairments or health conditions, including requesting alternative formats, can be found under the 'Accessibility' heading on our [How to Apply](#) information page or by getting in touch by [emailing HR via hr@leeds.ac.uk](mailto:hr@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.

