



UNIVERSITY OF
LINCOLN

**UNIVERSITY OF LINCOLN
JOB DESCRIPTION**

JOB TITLE	Lecturer in Marketing				
DEPARTMENT	Lincoln Business School				
LOCATION	Brayford				
JOB NUMBER	CSS024	GRADE	7	DATE	April 2013
REPORTS TO	Head of Department				

CONTEXT

The University of Lincoln is an ambitious institution becoming a top 50 University in 2012. Its strategy is to combine outstanding research with research-engaged teaching and learning, and practice useful to the wider community. This post is located within Lincoln Business School, part of the College of Social Science.

The Lincoln Business School, which in December 2010 moved into a newly customised building located on the stunning modern campus in the heart of the historic city of Lincoln, is culturally diverse, internationally minded, and committed to providing an educational experience that enhances employability and enables people and businesses to create successful and responsible futures.

With outstanding scores in the 2011/12 National Student Survey, including first place nationally in Accounting, a top 5 for Marketing for 3 years running, recording a ranking of 46/112 for Business Studies in the 2012 *Times* Good University Guide and 35/112 for Business and Management Studies in the 2012 *Guardian* University Guide, the School is playing a lead role in helping the University achieve its key strategic priorities.

The continued success of the School will be driven by its academic community. Its high quality undergraduate programmes are evolving to enhance research-engaged education. It has introduced Masters level programmes for international and European students. The School is expanding its external income generation through corporate and professional programmes in the new Lincolnshire Leadership and Management Centre, which is located in the School, as well as through funded research, consultancy and international student recruitment.

The Lincoln Business School is ambitious to build on its achievements in the 2008 RAE and its large doctoral programme by raising the standard of research output, increasing the number of research-active staff and making explicit the impact of its research on business and society.

JOB PURPOSE

General

To work with colleagues on curriculum development and the advancement of relevant discipline areas within the university.

To deliver teaching over a range of modules within an established programme.

To undertake student tutoring and support.

To contribute to the research profile of the Department.

To carry out a limited number of additional activities in support of the academic work of the department.

Specific to this post upon appointment

The postholder will join the academic team in Marketing.

You will be a student-centred team-player who can contribute to research and enterprise activities and postgraduate and undergraduate teaching, in such areas as: Marketing Management, Buyer Behaviour, Market Research, Marketing Communications, Global Marketing Strategy, Relational Strategies & Interactive Media. Advertising Strategy, Media Planning, Developing Brands through Advertising & Cybermarketing.

The Marketing team run a range of successful programmes including BA (Hons) in Marketing, BA (Hons) Business & Marketing and BA (Hons) Advertising & Marketing and MSc Marketing. The team also contribute to the Business School doctoral programme and supervise several PhD students.

The Marketing Subject group has a track record of successful course design, student recruitment and innovative teaching, as manifest in consistently high NSS scores. Our approach to Marketing and Advertising education is firmly rooted in academic scholarship and the social sciences

KEY RESPONSIBILITIES

The responsibilities of a Lecturer are wide ranging and may change over time according to the development needs of the department and the individual. In general a Lecturer can expect to undertake any of the following:

Teaching and Learning Support

- To engage in teaching on undergraduate and/or postgraduate level programmes as determined by the Head of Department. The range of teaching duties may change from time to time.
- Contribute to the design, content and delivery of specific areas of teaching and learning and to the quality of teaching delivered.
- Collaborate with colleagues in the continuous review and development of the Department's programmes.
- Take responsibility for the co-ordination of modules when appropriate to do so and after gaining sufficient relevant experience.
- Work in accordance with University policies and procedures to undertake assessment of students' work and give feedback.

Research and Scholarly Activity

- Make a contribution to the research profile of the Department, School or College and pursue a personal research programme consistent with the Department's research priorities.
- Collaborate in research activities and initiatives with colleagues in and beyond the department if appropriate.
- Engage in subject professional and pedagogy research as required to support teaching activities.
- Ensure that outcomes of research and scholarly activity are appropriately disseminated in peer-reviewed outlets.
- Have sufficient outputs to be returned in the REF at agreed minimum standards inclusive of complex circumstances, or at least demonstrate a clear and achievable plan to secure a return if an early career researcher.
- Apply for grant funding and manage, as appropriate, any grants which are secured.

Liaison and Networking

- Establish contacts within the wider community where possible and begin to form relationships for future collaboration.
- Develop links with relevant professional bodies and academic groups.
- Develop involvement in academic activities with industry and other external partners.
- Take part in relevant internal committees and working groups.

- Liaise with subject librarians, central timetabling and other services to ensure resources available are appropriately deployed.

Team Working

- Work as a member of a team, collaborating on curriculum development and contributing to departmental meetings.
- Begin to co-ordinate the work of others when appropriate through taking responsibility for module co-ordination.

Student Support

- Act as academic tutor to students as allocated by the Head of Department and act as first line contact for them for advice and support on academic matters, ensuring that students are directed to relevant support services when necessary.
- Take part in the supervision of research degree students as appropriate.
- Supervise student projects and placements as appropriate.

Other

- Carry out specific departmental roles and functions as may reasonably be required – these being relatively limited in order to allow the role holder to take advantage of planned developmental and research opportunities.
- Assist in student recruitment activities, including interviews, open days and external recruitment events.
- Engage in appropriate training programmes in the University.
- Actively follow and promote University policies.
- Participate in the staff appraisal scheme.

In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

ADDITIONAL INFORMATION

Scope and dimensions of the role

Candidates without a formal teaching qualification will be expected to undertake a teaching qualification whilst in post.

Key working relationships/networks

Internal	External
<ul style="list-style-type: none">• Head of Department• College Senior Academic Managers• Departmental academic, administrative and technical staff• Support Services Staff	<ul style="list-style-type: none">• Relevant academic and professional groups• Relevant national, regional and international networks• External examiners



**UNIVERSITY OF LINCOLN
PERSON SPECIFICATION**

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JOB TITLE	Lecturer in Marketing	JOB NUMBER	CSS024
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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
Relevant honours degree or equivalent	E	A
Working to or having completed a PhD in relevant discipline or equivalent demonstrated research record (normally by publication but where appropriate through professional achievement)	E	A
Teaching qualification	D	A
Experience:		
Teaching in Higher Education	D	A/I
Curriculum development	D	A/I
Development and innovation of teaching and learning methods	D	A/I
Interdisciplinary work relevant to the Department	D	A/I
Proven record of outputs that would be returnable in the REF	E	A/I
Skills and Knowledge:		
Evidence of continuing professional development	D	A/I
Developing depth and breadth of subject understanding	E	I
Knowledge of Higher Education	D	A/I
Ability to develop excellent teaching and assessment skills across the range of taught levels offered	E	A/I
Ability to contribute to curriculum development	E	A/I
Ability to support students in their study through academic counselling	E	A/I
Ability to work on own initiative	E	A/I
Competencies and Personal Attributes:		
Enthusiasm	E	I
Commitment	E	I
Team working	E	I
Good interpersonal skills	E	I
Flexibility and adaptability	E	I

Essential Requirements are those without which a candidate would not be able to do the job.
Desirable Requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Author	NT/TM	HRBA	HA
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