

## Job Description

<b>Job title</b>	Lecturer (Assistant Professor)
<b>Department/School</b>	School of Management
<b>Job family</b>	Education and Research
<b>Grade</b>	8
<b>Reporting to</b>	Head of Division
<b>Responsible for</b>	Any research staff/students appointed to grants held
<b>Location</b>	University of Bath premises

### Background and context

The School of Management is seeking to appoint an Assistant Professor (Lecturer) in Marketing, to join the Marketing Group of the Marketing, Business & Society Division.

The School of Management is a vibrant and productive community and is ranked among the top UK Business Schools. It was ranked 1st for Marketing (the Complete University Guide 2020) and 2nd for Business & Management (the Complete University Guide 2020). It was also ranked 8th in the UK for Business and Management Studies, including 6th in the UK for world class and internationally-leading publications, in the results of the 2014 Research Excellence Framework.

The Marketing Group achieves teaching excellence on our highly rated undergraduate and master's degrees, including the MSc in Marketing and the BSc in Management and Marketing.

The successful candidate will have proven teaching ability. This person will be expected to deliver high quality teaching to undergraduate and postgraduate students.

We are open to colleagues who have received (or are receiving) a PhD in Marketing or a related field (e.g., Psychology, Sociology, Economics, or Computer Science).

In addition to an enthusiasm to teach marketing principles, we are particularly interested in candidates who are well-placed to teach marketing analytics and/or digital marketing.

The Marketing group currently has a reputation for world-class research in the areas of interpretive consumer research/CCT perspectives and consumer psychology, with a growing international reputation in the areas of sustainable business/marketing practices and the marketing–entrepreneurship interface.

You would be joining a group of colleagues publishing in leading journals. Colleagues are active contributors to the academic community: editing journals, taking up leadership positions in professional bodies, organising workshops and conferences and supporting and training new researchers. You should

share our passion for research and education and our desire to influence practice.

An ideal candidate will aspire to publish in elite journals (e.g., *Journal of Consumer Research*, *Annual Review of Sociology*, *Econometrica*, *Journal of Marketing*, *International Journal of Research in Marketing*, or *Journal of the Academy of Marketing Science*) and have successfully published either in an elite or premier journal (e.g., *Sociology*, *Economic Journal*, *Journal of Retailing*, *Journal of Business Research*, *Marketing Theory*, *European Journal of Marketing*, *Organization Studies*, *Psychological Bulletin*).

Informal enquiries may be made to the Head of the Marketing, Business & Society Division, Professor Nancy Puccinelli, email [N.M.Puccinelli@bath.ac.uk](mailto:N.M.Puccinelli@bath.ac.uk).

### Job purpose

To conduct research with a high potential for national/international impact and profile; undertake teaching at undergraduate and postgraduate level; supervise postgraduate research students, and undertake management and administrative duties commensurate with the role.

### Main duties and responsibilities

The job duties and responsibilities listed below are intended to describe the general nature of the role. Jobholders should note that there would not be an immediate requirement to carry out all the activities listed below. The duties and responsibilities, and the balance between the elements in the role, may change or vary over time depending on the specific needs at a specific point in time, or due to changing needs in the department/group.

<b>1</b>	<b>Research</b>
a	Establish own area of independent research as appropriate to the work of the Department/School, ensuring a commitment to the highest standards of ethics and integrity in research.
b	Participate in collaborative research projects as appropriate to the discipline.
c	Identify sources of funding and secure funding for own research programme.
d	Write papers and submit for publication in leading research journals and/or leading national/international conference proceedings or other outputs as appropriate to the discipline.
f	Present research at national and/or international conferences and/ or at other appropriate events.

g	Supervise doctoral research students as required.
h	Engage effectively in non-academic impact of research, including substantial knowledge or technology exchange and/or public engagement activities, involving a range of partnerships with external organisations.
<b>2</b>	<b>Teaching</b>
a	Design, plan and implement effective and inclusive teaching and supporting learning activities.
b	Teach across a range of modules/units or within a subject area using appropriate teaching, learning support and assessment methods and technologies.
c	Assess the work and progress of students and provide them with constructive feedback.
d	Seek ways of improving performance by reflecting on teaching design and delivery and obtaining and analysing feedback.
e	Develop ideas for improving the learning environment, teaching and/or assessment and feedback methods.
f	Engage in professional development in relation to teaching, learning and assessment, including the use of an evidence-informed approach, which utilises the outcomes of research and scholarship, to enhance practice.
g	Contribute to outreach activity within the Department, Faculty/School or University.
<b>3</b>	<b>Management and administration</b>
a	Undertake internal roles of responsibility e.g. contribute to committees and working parties, act as Admissions Tutor.
b	Advise and support colleagues with less experience and advise on academic and personal development.
c	Participate in internal initiatives/events to the benefit of the University e.g. open days, outreach activities, student placements.
d	Act as supervisor for the work of others, for example, research teams or projects or as PhD supervisor.

### Special conditions

All appointments to Lecturer posts are subject to three years' probation and successful completion of the Bath Course in Enhancing Academic Practice (Bath Course). Individuals may be granted exemption from the Bath Course and/or probation at the University's discretion.

### Person Specification

Criteria	Essential	Desirable
<b>Qualifications</b>		
PhD or equivalent in relevant discipline	√	
UG degree in relevant discipline or equivalent qualification/experience	√	√
Membership of professional body (e.g. xx)		
Higher education teaching qualification or professional recognition (e.g. PGCert, FHEA or equivalent)		√
<b>Experience/Knowledge</b>		
Substantial experience in relevant research field.		√
An emerging track record in research in relevant subject commensurate with stage of career	√	
Demonstrates depth and breadth of understanding of subject matters at a complex conceptual level	√	
Experience of teaching at UG/PG level		√
<b>Skills</b>		
Excellent written and verbal communication skills including presentation skills	√	
Excellent interpersonal skills, communication style and team working	√	
A creative research vision for development, implementation and delivery of successful research projects	√	
Ability to supervise PhD students	√	
Excellent organisational and administrative skills	√	
Ability to form positive working relationships within the University, community, business and other partners	√	
<b>Attributes</b>		
Commitment to excellence in research and teaching and to providing the highest quality experience for students	√	
Commitment to working within professional and ethical codes of conduct	√	