

## Senior Lecturer in Marketing

Company:

**Newcastle University**

Location:

**United Kingdom / Newcastle upon Tyne**

Discipline:

**Marketing**

Employment Type:

**Permanent Full-time**

Posted:

**2022-10-31**

Contact Person:

**If you wish to apply for this position, please specify that you saw it on AKADEUS.**

We are a world class research-intensive university. We deliver teaching and learning of the highest quality. We play a leading role in economic, social and cultural development of the North East of England. Attracting and retaining high-calibre people is fundamental to our continued success.

What's in it for you? Newcastle University is a great place to work, with excellent benefits. We have a generous holiday package; plus the opportunity to buy more, great pension schemes and a number of health and wellbeing initiatives to support you.

Newcastle is an inclusive global University community where everyone is treated with dignity and respect. As a University of Sanctuary, we aim to provide a welcoming place of safety for all, offering opportunities to people fleeing violence and persecution.

Newcastle University is committed to being a fully inclusive Global University which actively recruits, supports and retains colleagues from all sectors of society. We value diversity as well as celebrate, support and thrive on the contributions of all our employees and the communities they represent. We are proud to be an equal opportunities employer and encourage applications from everybody, regardless of race, sex, ethnicity, religion, nationality, sexual orientation, age, disability, gender identity, marital status/civil partnership, pregnancy and maternity, as well as being open to flexible working practices.

Salary: £53,353 to £61,823 per annum

Closing Date: 04 November 2022

### The Role

We seek to appoint a Senior Lecturer in Marketing who can contribute to the ongoing development and delivery of the Marketing, Operations & Systems (MOS) programmes in Newcastle University Business School. You will join a growing team of marketing colleagues in a dynamic and vibrant subject group and a triple-accredited Business School that is committed to collegiality and academic citizenship. You must be committed to educational excellence and teaching innovation, and have a strong scholarly profile in line with subject norms for a Senior Lecturer in Marketing. This will include experience in: teaching a broad range of modules in marketing, programme management, programme development, and academic leadership. An ability to demonstrate teaching and

scholarship excellence is essential.

You must have; a relevant professional qualification, Master's Degree, or a PhD (preferred) in a relevant subject.

Informal enquiries about this position can be made to Newcastle University Business School HR at [NUBS.HR@newcastle.ac.uk](mailto:NUBS.HR@newcastle.ac.uk).

### **Key Accountabilities (Senior Lecturer)**

- To have a commitment to high quality teaching and learning and student support
- Provide high quality teaching and leadership of modules and programmes within the Business School
- Coach and support students throughout their studies in the role of personal tutor
- Set and mark assessment of modules in accordance with University standards and utilise on-line and digitised curricula and education frameworks
- Contribute to curriculum development
- Contribute to the scholarly and practice profile of the Business School by engaging in scholarly research and activities, impact, practice, CPD and external funding
- Demonstrate impact by developing practice-based solutions to real-world problems, produce scholarly outputs and engage with external stakeholders to develop the impact of your work and the life of the School
- Provide education for life, that engages, challenges and supports our students to discover and fulfil their potential both while they are studying with us and once they have graduated
- Contribute to the Business School's Triple Accreditation and Professional Body Accreditations
- Contribute leadership to School-wide education activities in areas such as: the successful conversion of pathway/foundation students; enhance widening participation; enhance support for first year UG, and for international students; digitally enhanced learning and the delivery of a high quality research-led student learning experience
- Operate as an active citizen in the Business School community and in leadership of education, engagement and place and internationalisation

### **The Person (Senior Lecturer)**

#### **Knowledge, Skills & Experience**

- Evidence of the ability to provide an outstanding educational experience, rooted in strong disciplinary knowledge in Marketing that engages, challenges, and inspires our students
- Evidence of or potential for internationalising the curricula
- Knowledge, skills and experience of leading education/learning and teaching across a large group of academics/programmes
- Knowledge, skills and experience of leading a degree programme
- Make effective use of technology to enhance learning
- Evidence of effective use of disciplinary and proactive scholarship and a developing scholarly and practice national profile
- Skills in organization and leadership necessary for undertaking a management and leadership role
- Experience of leading practice-based modules in management ([e.g.](#) consultancy projects, simulations, etc.)
- Evidence of/potential to develop and secure external funding for scholarly and practice activities
- A track record of engaging with external stakeholders and generating real-world impact from practice
- A developing scholarly and practice national profile as evidenced by peer reviewed outputs related to education

- Excellent written and oral communication skills
- Excellent interpersonal and influencing skills
- Excellent organisational, time management and presentation skills
- Demonstration of successful team working and operating as an effective colleague
- Evidence of academic citizenship in a Business School
- Experience of or potential for undertaking a management and leadership role
- Commitment to equality, diversity and inclusion and ethics, responsibility and sustainability

### **Qualifications**

- A good Honours degree in a relevant subject
- At least one of the following: (i) a relevant professional qualification or Master's degree; (ii) a PhD (or equivalent) (preferred)
- A profile with currency which meets external accreditation bodies criteria
- Professional Body Membership as appropriate to the Subject area

The University holds a silver Athena SWAN award in recognition of our good employment practices for the advancement of gender equality. The University is also a member of the Euraxess initiative supporting researchers in Europe.

Requisition ID: 23822

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