**Job Description**

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| Job Title: | Lecturer in Marketing/Business/Entrepreneurship |  |  |
| Faculty/Professional Directorate: | FBLP/HUBS |  |  |
| Subject Group/Team: | HUBS/Marketing, Management & Business Strategy |  |  |
| Reporting to: | Head of Subject Group |  |  |
| Duration: | 2 Year Fixed Contract |  |  |
| Job Family: | Academic |  |  |
| Pay Band: | 7 |  |  |
| Benchmark Profile: | Teaching & Research |  |  |
| DBS Disclosure requirement: | n/a |  |  |
| Vacancy Reference: |  |  |  |

**Details Specific to the Post**

**Background and Context**

The University of Hull has an ambitious vision; motivated by society’s challenges and inspired by the power of our global community, we are shaping a fairer, brighter and carbon neutral future.

Hull University Business School is integral to this vision, with an ambitious growth strategy to be a leading UK Business School with an international reputation for research, learning & teaching, and business engagement. Guided by the twin drivers of global growth—digitalisation and sustainability—we are committed to shaping responsible future leaders who can navigate a fast-changing, interconnected world with innovative and responsible business solutions.

The School is globally recognised with leading accreditations (AACSB and AMBA), assuring our students of our commitment to provide an outstanding experience and adding value to their degree, as they develop as responsible leaders of the future. We are also proud to be one of the first academic institutions to have signed up to the Principles for Responsible Management Education (PRME) initiative and hold the prestigious Small Business Charter and our programmes are supported with relevant professional accreditations including CIM, ACCA, CIPD and CILT.

The School is home to a vibrant and vigorous research community, which creates and disseminates internationally influential business, economics and management research. We are committed to pursuing research that is multidisciplinary, interdisciplinary, trans-disciplinary and user-relevant. This distinctive research is central to the activities of the School, informing and enlivening all areas of our activity, including our Learning and Teaching.

We are proud to put our students first and at the centre of our University. Our Learning and Teaching is informed by the work of this internationally active research community and our interaction with organisations and business professionals – which in turn enhances our programmes of study. Our unique approach to Learning and Teaching is ABL (Authentic Business Learning), which mirrors the best industry practice with academic rigour and assesses students as future professionals. This ensures that all our activities are relevant, up to date and futureproofed. All of our programmes have been transformed with a digital and sustainable core.

Forging close relationships is at the heart of what we do at the School, as it ensures that our work is constantly tied to the needs of the modern business environment and allows for cross-cultural and interdisciplinary work. The School is committed to sharing best practice, generating new ideas and exploring the many facets of the global business environment by forging strong and mutually beneficial partnerships and connections across the world. The School is an international community which, to echo our vision and mission, behaves with friendliness, openness, responsibility and integrity.

The Business School’s outstanding premises combine refurbished listed buildings and new build to provide inspirational surroundings and state-of-the-art facilities for staff and the 3,000-plus students enrolled with us.

All of this makes it an exciting time to be a part of Hull University Business School. We are ambitious and striving for excellence. Our faculty and staff are central to our achievements. We place great importance on ensuring that the School is an exciting, vibrant and supportive place in which to work.

### Specific Duties and Responsibilities of the post

The successful candidate will have opportunity to deliver across the full range of our attractive suite of programmes which cover Bachelors, MSc, MBA, Doctoral, and Executive Education. The programmes enable students to develop specialist subject knowledge and also to gain the professional skills and experience required for employment in an international and rapidly evolving business environment. Some international travel may be required as we also deliver programmes in collaboration with partnerships globally. The successful applicant will be able to evidence teaching capability in face to face, online and blended modes with a commitment to driving excellent student experience.

The successful applicant will contribute to Research, Learning and Teaching in the areas of Business, Entrepreneurship/Innovation or Marketing. For this post, we are specifically interested in hearing from candidates who can evidence experience of teaching and research in the following areas:

* Artificial Intelligence in Business/Marketing subjects
* Digital Disruption/Transformation
* Sustainability
* Business/Marketing Data Analytics

Candidates will also have the opportunity to develop our strong links with professionals through Knowledge Exchange and Executive Education programmes.

Applicants applying for a Teaching and Research role, will be able to demonstrate their emerging research ability, with a plan for good publications/future pipeline and a target to secure funding for research.

The successful applicant will have the opportunity to contribute to the full range of activities found in a full-service Business School in line with their experience, level of appointment and career aspirations. They will contribute in a variety of ways to excellence in Research and Learning and Teaching.

In your covering letter please refer directly to the criteria, given in the person specification below. Applications are assessed by the selection panel according to these criteria.

For informal enquiries please contact Dr Fiona Walkley, Head of Subject Marketing, Management & Business Strategy, Hull University Business School ([f.walkley@hull.ac.uk](mailto:f.walkley@hull.ac.uk))

### Specific Duties and Responsibilities of the post

The role holder will join a Business School based at Hull delivering established undergraduate, postgraduate and MBA degrees. The post holder will be expected to:

* Teach in an area relevant to Marketing, Business & Entrepreneurship/Innovation, specifically: Artificial Intelligence in Business/Marketing, Digital Disruption/Transformation, Sustainability, Business/Marketing Data Analytics.
* Publish research of international quality in leading peer-reviewed journals
* Contribute to the Subject Group
* Secure external research funding
* Supervise students at all levels
* Undertake any other reasonable duties as required.

Some overseas, weekend and evening teaching may be required.

**GENERIC JOB DESCRIPTION**

The job duties and responsibilities listed below are intended to describe the general nature of the role. 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. Candidates should note that there may not be an immediate requirement to carry out all the activities listed below.

### Overall Purpose of the Role

This role will be carried out by individuals with experience in teaching and research and are motivated to establish a reputation nationally and internationally within their academic specialism.

At this level, role holders’ contribution spans scholarship, teaching, and related administration, though the weight allocated to each of these strands will vary from role to role and from time to time for individual role holders.

The role holder will:

* Design and deliver a broad programme of teaching, including identifying current areas for revision and improvement and contributing to the planning, design and development of objectives and materials.
* Conduct individual and collaborative projects including developing scholarly activity and proposals which will be advancing the state of knowledge in their particular discipline.
* Supervise students at all levels.
* Write individually or contribute to publications and present at conferences or other events.
* Develop funding to support research and knowledge exchange activities.

**Main Work Activities**

### Teaching and Learning

1. Teach in a variety of settings from small group tutorials to large lectures
2. Identify learning needs of students and define appropriate learning objectives and competencies
3. Ensure that content, methods of delivery and learning materials will meet the defined learning objectives and competencies
4. Develop own teaching materials, methods and approaches with guidance
5. Develop the skills of applying appropriate approaches to teaching
6. Seek ways of improving performance by reflecting on teaching design and delivery and obtaining and analysing feedback
7. Translate knowledge of advances in the subject area into the course of study
8. Select appropriate assessment instruments and criteria, assess the work and progress of students by reference to the criteria and provide constructive feedback to students
9. Supervise the work of students, provide advice on study skills and help them with learning problems

### Research

* Identify and conduct own or joint areas of research
* Develop research objectives and proposals of own or joint research
* Write up research work for publication
* Continually update knowledge and understanding in field or specialism
* Prepare proposals and applications to external bodies, e.g. for funding and accreditation purposes
* Engage in continuous personal development
* Write and submit titles and abstracts for conference papers

**Relationships and Team Working**

* Develop and build internal and external contacts which may include
* identifying sources of funding
* contributing to student recruitment
* securing student placements
* marketing the institution
* facilitating outreach work
* generating income
* obtaining funded projects
* Liaise with colleagues and students
* Build internal contacts and participate in internal networks for exchange of information and to form relationships for future collaboration, for example faculty committees
* Join external networks to share information and identify potential sources of funds
* Collaborate with academic colleagues on course development, curriculum changes and the development of research activity
* Attend and contribute to subject group meetings
* Act as course leader/module leader as appropriate
* Contribute to collaborative decision-making with colleagues on academic content, and on the assessment of students’ work
* Share responsibility in deciding how to deliver modules and assess students

### Additionally the post holder will be required to:

* Fulfil the employees’ duties described in the University’s health and safety policies and co-operate with the health and safety arrangements in place within the department. May be required to undertake specific health and safety roles on request e.g. Display screen equipment assessor, departmental safety officer, fire warden.
* Show a commitment to diversity, equal opportunities and anti-discriminatory practices. This includes undertaking mandatory equality and diversity training.
* Comply with University regulations, policies and procedures.
* Where a candidate cannot demonstrate experience of teaching and /or they do not already hold a Postgraduate Certificate in HE, they will be required to undertake a Postgraduate Certificate in HE if successful. Proven experience of teaching would include sufficient breadth or depth of specialist knowledge in the discipline and of teaching methods and techniques.

**PERSON SPECIFICATION –** **Knowledge, Skills, Qualifications & Experience**

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| **Specification** | **Essential** | **Desirable** | **Examples Measured by** |
| **Education and Training**  Formal qualifications and relevant training | * PhD in relevant discipline or near to completion in a relevant discipline * Expected to undertake PCAP within 2 years if limited teaching experience, unless already has a relevant qualification | * Recognised professional accreditation (where appropriate) | * Application * Presentation * Interview |
| **Work Experience**  Ability to undertake duties of the post | * Ability to teach effectively at undergraduate and postgraduate level in variety of modes (face to face, online, blended) * An emerging track record of high quality research output, with publications and plans for publications in high-impact factor journals * Have research experience in the Department’s main research themes * Supervision of undergraduate and postgraduate research projects | * Experience of Knowledge exchange activities which may include applied commercial research, Executive Education, consultancy or the delivery of Knowledge Transfer Partnerships * Involvement in applying for research funding | * Application * Presentation * Interview |
| **Skills** | * Knowledge and understanding of undergraduate and postgraduate (Department or discipline) * An ability to communicate complex conceptual ideas to widely divergent audiences * The ability to deliver a variety of core courses in Marketing/Business to students ranging from Undergraduate, MSC, MBA to PhD. * Good time-management and organisational skills. * Positive contribution to University activities and initiatives including open days, graduation ceremonies etc. and willingness to undertake administrative activities | * A creative research vision for development, implementation and delivery of successful research projects * An active contribution to University activities such as committees and research groups | * Application * Presentation * Interview |
| **Personal Qualities** | * Excellent interpersonal skills. * Excellent communication and presentation skills. * Willingness and ability to interact with students and support their academic and pastoral development. * Working in an open and transparent way, providing information and communicating effectively with colleagues * Collaborative working, particularly on interdisciplinary activities * Continuous Professional Development |  | * Application * Presentation * Interview |