

Academic Job Details

Lecturer/Senior Lecturer positions in Marketing, Digital Marketing & Data Analytics (T&R) Newcastle University Business School HASS Faculty

Academic Job Summary

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The University has developed an [Academic Job Summary Guidance](#) document which summarises the range of activities that academic staff may be expected to perform.

Specific Responsibilities of Position

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- Contribute to the Business School Vision and Strategy and the interdisciplinary themes of the Future of Work and leading on leadership;
- Contribute to the Business School's Triple Accreditation and Professional Body Accreditations;
- Contribute to the research profile of the Business School by publishing in high quality journals, demonstrating impact and winning external research funding.
- Conduct research that demonstrates international standards of excellence in terms of originality, significance and rigour in the subject area of Marketing, Digital Marketing/Data Analytics and deliver research-led modules in this area;
- Demonstrate impact by developing research-based solutions to real-world problems and engage with external stakeholders to develop the impact of your work;
- Has pursued, and will continue to pursue, external funding;
- Has a commitment to high quality teaching and learning and student support;
- Provide high quality teaching of modules 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;
- Operate as an active citizen in the Business School community;

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- Candidates for appointment at Senior Lecturer level will be expected to take on management and leadership roles in the School, for example, by leading a degree programme, a research area, or an aspect of our work in engagement or internationalisation.

The level of appointment will be determined by your ability to meet the requirements of the person specification and job description.

Person Specification (Lecturer)

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| | Qualifications | Essential or Desirable |
|---|---|-------------------------------|
| 1 | A good Honours degree in a relevant subject | E |
| 2 | PhD (or equivalent) at or near completion in a relevant subject | E |
| 3 | HE Teaching qualification (or equivalent experience) | D |
| 4 | Professional Body Membership as appropriate to the Subject area | D |
| | Knowledge, Skills and Experience | |
| 1 | Evidence of potential to contribute to the Business School Vision and Strategy | E |
| 2 | The subject knowledge and ability to teach Marketing/Digital Marketing/Data Analytics and related areas and evidence of excellent teaching evaluation | E |
| 3 | Evidence of internationalising the curricula | E |
| 4 | A developing scholarly and practice national profile | E |
| 5 | Evidence of/potential to develop and secure external grant capture | D |
| 6 | Evidence of/potential to develop and secure external impact | D |
| | Attributes/Behaviours | |
| 1 | Excellent written and oral communication skills | E |
| 2 | Excellent interpersonal skills | E |
| 3 | Excellent organisational, time management and presentation skills | E |
| 4 | Evidence of active citizenship in a Business School | E |
| 5 | Commitment to equality, diversity and inclusion and ethics, responsibility and sustainability | E |
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Academic Job Details

Person Specification (Senior Lecturer)

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| | Qualifications | Essential or Desirable |
|---|---|-------------------------------|
| 1 | A good Honours degree in a relevant subject | E |
| 2 | PhD (or equivalent) in a relevant subject | E |
| 3 | HE Teaching qualification (or equivalent experience) | E |
| 4 | Professional Body Membership as appropriate to the Subject area | D |
| | Knowledge, Skills and Experience | |
| 1 | Evidence of potential to contribute to the Business School Vision and Strategy | E |
| 2 | A demonstrated ability to teach Marketing/Digital Marketing/Data Analytics and related areas, including experience of the design, delivery and assessment of modules and evidence of outstanding teaching evaluations | E |
| 3 | An established research profile and proven track record in international and world-leading publication | E |
| 4 | Evidence of internationalising the curricula | E |
| 5 | Experience of supervising research students to completion | E |
| 6 | A track record of securing external research funding | E |
| 7 | A track record of engaging with external stakeholders and generating real-world impact from research | E |
| 8 | Skills in organization and leadership necessary for undertaking a management and leadership role (e.g. in teaching and learning, research, impact or engagement) | E |
| 9 | Experience of or potential for undertaking a management and leadership role | E |
| | Attributes/Behaviours | |
| 1 | Excellent written and oral communication skills | E |
| 2 | Ability to lead interdisciplinary teams in solving real-world problems | D |
| 3 | Excellent interpersonal skills | E |
| 4 | Excellent organisational, time management and presentation skills | E |
| 5 | Evidence of active citizenship in a Business School | E |
| 6 | Commitment to equality, diversity and inclusion and ethics, responsibility and sustainability | E |

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Specific Responsibilities of Position

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1. Contribute to the Business School Vision and Strategy and the interdisciplinary themes of the Future of Work and leading on leadership;
2. Contribute to the Business School's Triple Accreditation and Professional Body Accreditations;
3. Contribute to the scholarly and practice profile of the Business School by engaging in scholarly research and activities, impact, practice, CPD and external funding;
4. Demonstrate impact by developing practice-based solutions to real-world problems and engage with external stakeholders to develop the impact of your work;
5. Provide high quality teaching and leadership of modules and programmes within the Business School;
6. Coach and support students throughout their studies in the role of personal tutor, senior tutor or degree programme director;
7. Set and mark assessment of modules in accordance with University standards and utilise on-line and digitised curricula and education frameworks;
8. Contribute to curriculum development;
9. Operate as an active citizen in the Business School community and in leadership of education, engagement and place and internationalisation;
10. Candidates for appointment at Senior Lecturer level will be expected to take on management and leadership roles in the School, for example, by leading a degree programme(s) or an aspect of our work in engagement or internationalisation.

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Person Specification (Lecturer)

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| | Qualifications | Essential or Desirable |
|---|---|-------------------------------|
| 1 | A good Honours degree in a relevant subject | E |
| 2 | At least one of the following: (i) a relevant professional qualification or Masters degree; (ii) a PhD (or equivalent) in an appropriate subject | E |
| 3 | A profile with currency which meets external accreditation bodies criteria | E |
| 4 | HE Teaching qualification (or equivalent experience) | D |
| 5 | Professional Body Membership as appropriate to the Subject area | D |
| | Knowledge, Skills and Experience | |
| 1 | Evidence of potential to contribute to the Business School Vision and Strategy | E |
| 2 | The subject knowledge and ability to teach Marketing/Digital Marketing/Data Analytics and related areas and evidence of excellent teaching evaluation | E |
| 3 | Evidence of/potential to develop and secure external funding for scholarly and practice activities | E |
| 4 | Evidence of or potential for internationalising the curricula | E |
| 5 | A developing scholarly and practice national profile | E |
| | Attributes/Behaviours | |
| 1 | Excellent written and oral communication skills | E |
| 2 | Excellent interpersonal and influencing skills | E |
| 3 | Excellent organisational, time management and presentation skills | E |
| 4 | Evidence of active citizenship in a Business School | E |
| 5 | Commitment to equality, diversity and inclusion and ethics, responsibility and sustainability | E |

Academic Job Details

Person Specification (Senior Lecturer)

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| | Qualifications | Essential or Desirable |
|---|---|-------------------------------|
| 1 | A good Honours degree in a relevant subject | E |
| 2 | At least one of the following: (i) a relevant professional qualification or Masters degree; (ii) a PhD (or equivalent) in an appropriate subject | E |
| 3 | A profile with currency which meets external accreditation bodies criteria | E |
| 4 | HE Teaching qualification (or equivalent experience) | E |
| 5 | Professional Body Membership as appropriate to the Subject area | D |
| | Knowledge, Skills and Experience | |
| 1 | The subject knowledge and ability to teach Marketing/Digital Marketing/Data Analytics and related areas and evidence of excellent teaching evaluation | E |
| 2 | Evidence of/potential to develop and secure external funding for scholarly and practice activities | E |
| 3 | Evidence of internationalising the curricula | E |
| 4 | A developing scholarly and practice international profile | E |
| 5 | A track record of engaging with external stakeholders and generating real-world impact from practice | E |
| 6 | Skills in organization and leadership necessary for undertaking a management and leadership role (e.g. in teaching and learning, impact or external engagement) | E |
| 7 | Experience for undertaking a management and leadership role | E |
| | Attributes/Behaviours | |
| 1 | Excellent written and oral communication skills | E |
| 2 | Ability to lead interdisciplinary teams in solving real-world problems | D |
| 3 | Excellent interpersonal and influencing skills | E |
| 4 | Excellent organisational, time management and presentation skills | E |
| 5 | Evidence of active citizenship in a Business School | E |
| 6 | Commitment to equality, diversity and inclusion and ethics, responsibility and sustainability | E |

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| HR Office Use Only | |
| SAP Position Number: | |
| Grade: | F/G/H |
| Effective Date: | 07/06/2019 |