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**PERSON SPECIFICATION**

**Lecturer (Teaching & Scholarship) in Marketing**

**Lancaster University College at Beijing Jiaotong University**

**Ref: 0555-24**

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| Criteria | Grade 7  Essential / Desirable | Grade 8  Essential / Desirable | Evaluation |
| A PhD or equivalent in Marketing, Business Administration or a related discipline (or close to completion for grade 7) | Essential | Essential | Application Form |
| At least two years teaching experience in Higher Education (in English) | Essential | Essential (at least 5 years) | Application Form |
| The ability to identify relevant connections to areas of Business Studies and approaches to scholarship and teaching at the Lancaster University College at BJTU | Essential | Essential | Application Form / Interview |
| The ability to contribute to the strategic development of teaching in the broad area of Business Studies | Essential | Essential | Interview |
| The ability to teach introductory, intermediate and advanced material in relevant areas of Business Studies at undergraduate level to a high standard, such as modules among the following: Market Research, Strategic Marketing, Routes to Market, Business Management. | Essential | Essential | Application Form / Interview |
| The ability to undertake appropriate administrative responsibilities to a high standard | Essential | Essential | Application Form / Interview |
| The ability to work effectively with a diverse group of colleagues and students in a multilingual setting | Essential | Essential | Application Form / Interview |
| A record of research outputs targeting high quality journals | Desirable | Desirable | Application Form / Interview |
| Prior experience working in China and/or in transnational education | Desirable | Essential | Application Form / Interview |

• Application Form – Normally used to evaluate factual evidence eg award of a PhD. Will be “scored” as part of the shortlisting process.

• Supporting Statements - applicants are asked to provide a statement to demonstrate how they meet the criteria. The response will be “scored” as part of the shortlisting process.

• Interview – assessed during the interview process by either competency based interview questions, tests, presentation etc.