

**PERSON SPECIFICATION**

**Assistant Professor/ Lecturer (Teaching and Research) or Lecturer (Teaching and Scholarship) in Marketing/ Communications**

**VACANCY REF: XXX**

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| **Criteria** | **Essential/ Desirable** | **\* Application Form/ Supporting Statements/ Interview** |
| A PhD (or an expectation thereof within a reasonable timeframe) or equivalent in Marketing/ Communications or a related discipline | Essential | Application Form |
| A pipeline of research papers suitable for targeting high quality journals or a record of high-quality research outputs (Lecturer: Teaching and Research) | Essential | Application Form/Interview |
| A willingness to engage with an agenda of external research income generation (Lecturer: Teaching and Research). | Desirable | Application form / Interview |
| The ability to teach introductory, intermediate and advanced material in relevant areas of Marketing/ Communications at undergraduate level to a high standard | Essential | Application Form/Interview |
| The ability to undertake appropriate administrative responsibilities to a high standard | Essential | Application Form/Interview |
| The ability to work effectively with a diverse group of colleagues and students in a multilingual setting | Essential | Application Form/Interview |
| The ability to contribute to the strategic development of teaching in the broad area of Marketing/ Communications | Desirable | Application form / Interview |

* **Application Form** – assessed against the application form, curriculum vitae and letter of support. Applicants will not be asked to make a specific supporting statement. Normally used to evaluate factual evidence e.g., award of a PhD. Will be “scored” as part of the shortlisting process.
* **Interview** – assessed during the interview process by either competency based interview questions, tests, presentation etc.