

**PERSON SPECIFICATION**  
**Lecturer in Marketing**  
**Vacancy Ref: A1849**

Criteria	Essential/ Desirable	Application/ Interview
PhD in Marketing or a cognate discipline (or be close to completion for Lecturer grade 7 applications) with knowledge of Marketing theory, methods and applications	Essential	Application
Research interests that contribute to the strategy of the department	Essential	Application/ Interview
Sustained record of research, with publications in top-rated international journals, and potential to achieve the highest REF level of research excellence	Desirable	Application
Record of ability to attract research funding	Desirable	Application/ Interview
Evidence of developing international research profile through presentations at conferences etc	Desirable	Application/ Interview
Evidence of esteem indicators; such as, invitations to examine doctoral theses, review journal articles and/or research applications, serve on committees of professional bodies	Desirable	Application/ Interview
Previous university lecturing/teaching experience, evidence of the ability to relate to, motivate and teach students across a variety of programmes and to successfully perform pastoral functions.	Desirable	Application/ Interview
Experience of working co-operatively and flexibly with colleagues including undertaking appropriate administrative duties	Essential	Application/ Interview
Ability to contribute towards the department's teaching and research plans	Essential	Application/ Interview
Evidence of the ability to take on an effective leadership role	Desirable	Application/ Interview
Ability to adapt to change and be prepared to undertake a wide variety of activities	Essential	Application/ Interview