### Job Title:
International Lecturer/Senior Lecturer in Marketing

### Present Grade:
7, 8 or 9

### Department/Faculty:
Department of Marketing / Management School

### Directly Responsible to:
Head of Department

### Other contacts

**Internal:** Colleagues and students in the Department of Marketing and Lancaster University Management School (LUMS) for teaching and research, as well as colleagues from other faculties and services (e.g. student support, library, ISS, central administration)

**External:** Relevant research funding bodies and councils, professional bodies, academic and research networks, publishers and media organisations, employers and business organisations

### General Description:
Applications are invited for the position of International Lecturer in Marketing to deliver teaching at the Joint Institute in Weihai, China as part of the international strategic partnership that has been established between Beijing-Jiaotong University and Lancaster University (BJTU-LU).

The successful candidate will deliver undergraduate modules in marketing, and be available to start from May 2018 (first assignment to China in September 2018). Applicants must hold a doctoral degree in marketing or cognate discipline and should demonstrate international research potential (as evidence by published research or promising working papers), and the potential to deliver high quality teaching across a range of modules. Students at the Joint Institute in Weihai and from the main campuses of both Beijing-Jiaotong University (BJTU) and Lancaster University will be encouraged to participate in study abroad, summer schools and other types of exchange opportunities at any of the three locations. Lancaster is committed to providing students at Lancaster University College - Beijing Jiaotong University with an excellent student experience and many of Lancaster’s resources will be available to them. Academic standards will be subject to rigorous quality assurance including continuous moderation of assessment setting and marking. From September 2018 an undergraduate programme will be delivered to Chinese and international students, co-taught by Lancaster and BJTU academics. Graduates will receive a degree from both institutions and a joint academic transcript.

In addition to teaching collaborations with BJTU, the universities will develop student exchange opportunities and graduates will be eligible for the Lancaster Alumni Loyalty scholarship. Lancaster and BJTU will work to develop research links and staff at the new campus will be eligible for Lancaster’s staff development programmes.

Located in the east end of Shandong Province, Weihai is surrounded by the Yellow Sea in the north, east and south with a 986 kilometers (613 miles) coastline in total. It neighbours Yantai in the west and is separated from the Korean Peninsula and Japanese chain islands by the sea in the east. Weihai is located in an undulant hilly area featuring gentle slopes and broad valleys. Apart from the major hilly areas, it has broad areas of littoral and mountain foot plains. The terrain of the city slopes gently,
and most of the hills are less than 300 meters (984 feet) high. Its seashore area is winding with numerous interleaving headland bays, harbors and islets.

You will receive an indefinite contract, contingent on successful review following a three-year period of probation. Applicants must be capable and willing to work overseas with a teaching workload for at least two periods of 10-weeks duration each. The remaining time will be spent at Lancaster University working on a combination of research and teaching-related activities including preparation, assessment, and administration.

A typical annual workload model for this role will be (based on 1600 total hours):
- 50 hours departmental duties and meetings
- 600 hours research
- 950 hours teaching, preparation and assessment

You will receive a comprehensive induction at Lancaster University before your first assignment to China in September 2018. During the induction period and as part of your development programme, you will be assigned a mentor for Research & Teaching and you will be actively involved in teaching- and research-related activities at Lancaster University prior to traveling to Weihai. You must be prepared to enrol on PG CAP upon commencement of the post.

- Members of academic staff are entitled to paid accommodation in Weihai, travel allowances and medical insurance in accordance with Lancaster University’s International (Short term) Assignment policy.

**Major Duties:**

**Research**

1. Engage in individual or collaborative research, establishing a distinctive programme of research and disseminating results through regular publications in international journals.
2. Undertake research that demonstrates innovation and novelty.
3. Design, develop and secure substantial proposals for research projects through application to public and private funding sources including ESRC, EPSRC, Leverhulme.
4. Engage actively in the Department’s research culture by attending seminars regularly and meeting with the seminar speakers and research visitors to the department.

**Teaching**

5. Develop, deliver and evaluate taught modules in marketing.
6. Deliver more than one taught module at a time during the assignment periods to Weihai.
7. Contribute to undergraduate teaching in the Department through delivery and development of lectures, workshops, seminars, tutorials, project supervision, as well as coursework and exam setting, marking and exam moderation, according to normal teaching duties.
8. Contribute to programme design and delivery by developing practice-focused content, adopting innovative teaching styles, and designing and delivering effective assessments.
9. Communicate effectively with students, including via office hours and electronic means.

**Service & Leadership**

10. Participate in relevant committees and carry out administrative roles and duties, according to a normal workload.
11. Participate in outreach and undergraduate recruitment activities, including interview and open days, according to a normal load.

**Personal Development**

12. Participate in teaching-related personal development, such as acquiring necessary teaching qualifications.

**Other**
14. Exercise a high degree of personal professional autonomy
15. Undertake other duties appropriate to the grade and position, as advised by the Head of Department.

Additionally, appointments at Grade 9 (Senior Lectureship) will:

**Research**
1. Build on a substantial record of publications (articles in refereed, high quality journals) and thereby contribute discipline level research leadership in a chosen subject area.
2. Build on active participation (presenting papers; organising panels) at academic conferences and thereby contribute discipline level research leadership in a chosen subject area.
3. Take a departmental/interdisciplinary leadership role in the development of research proposals and applications for external research funding.
4. Be actively involved in profile building activities such as examining doctoral theses, addressing national or international conferences, reviewing journal articles and/or research applications, serving on committees of professional bodies or acting as a consultant to external organisations.

**Teaching**
5. Build on a record of competent teaching by providing exemplary high quality teaching as evidenced by student feedback.
6. Provide innovation in teaching methods and assessment.
7. Provide leadership in departmental initiatives to improve teaching.
8. Author teaching materials in the marketing area; for example, textbooks.
9. Play a significant role in teaching activities outside the University; for example, as an assessor or external examiner.

**Service & Leadership**
10. Take a leading administrative role within the Department.
11. Take a departmental leadership role engaging with external policy making bodies and/or commercial organisations.