

**JOB DESCRIPTION**  
**Vacancy Ref: A2673**

<b>Job Title: Chair in Marketing</b>	<b>Grade: Professorial</b>
<b>Department: Marketing</b>	
<b>Directly responsible to: Head of Department</b>	
<b>Supervisory responsibility for: N/A</b>	
<p><b><u>Other contacts</u></b>  <b>Internal: Students, academic and non-academic staff within the Department, School and University</b>  <b>External: Academic community, external examiners, research funding bodies, professional bodies, private, non-profit and public sector organisations</b></p>	
<p><b>Major Duties:</b></p> <ul style="list-style-type: none"> <li>• To develop and provide leadership across the subject field to which the appointee's expertise belongs through high profile research, teaching and management development activities.</li> <li>• To engage in high quality research and publication.</li> <li>• To develop and facilitate applications for external research grants and consultancy awards across the discipline, and work with other members of the Department, Faculty and/ or University on major research projects.</li> <li>• To make a significant contribution to the research and teaching agenda of the discipline and Lancaster University Management School.</li> <li>• To provide leadership to attract research students and post doctoral fellows to the discipline area.</li> <li>• To make contributions to the Departmental and School's Undergraduate and Postgraduate programmes in the discipline area.</li> <li>• To supervise/co-supervise research students in the appointee's areas of expertise.</li> <li>• To be willing to be active in the major committees of the Department and the School.</li> <li>• To undertake other academic duties, including Head of Department, as required by the Head of Department and Dean of the Faculty.</li> <li>• To mentor and advise junior academic staff</li> </ul> <p>They should:</p> <ul style="list-style-type: none"> <li>• have a strong research profile and international reputation as attested by volume and quality of publications, as well as by citations to major publications.</li> <li>• have a track record of active participation (presenting papers) and organization of academic conferences and symposia.</li> <li>• have evidence of ability to work, individually or jointly, to formulate research proposals or make applications for research funding;</li> <li>• have strong evidence of esteem indicators such as invitations to address national or international conferences, referee journal articles or research applications, participation in editorial review boards, editorship of journals or high-profile special issues, serve on committees of professional and public policy bodies, as a consultant to private or public sector organisations;</li> <li>• have a record of competent teaching as evidenced, for example, by a teaching profile, peer observation, and student feedback;</li> <li>• be capable of successful innovation in teaching methods and assessment, or leadership of departmental initiatives to improve teaching;</li> <li>• be capable of authorship of teaching materials in an appropriate subject area;</li> <li>• be capable of playing a significant role in teaching activities outside the University, for example as an assessor or external examiner;</li> <li>• be capable of successfully taking on the role of Head of Department and other key academic duties (e.g. Director of Research) within the Department</li> <li>• be capable of successfully playing a major senior role at School or University levels.</li> </ul>	