



PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

Job Title: Lecturer in Marketing

Department: School of Management

	Essential	Desirable	Tested by (Application form, Interview, Test)
Qualifications and Training			
Educated to doctoral level in an area of Marketing	x		Application Form
Research Expertise			
Research expertise that clearly contributes to and/or complements existing research strengths in the School	x		Application Form / Interview
A developing track record of good quality outputs that have been published in peer-reviewed outlets in management	x		Application Form / Interview
Clearly demonstrated potential to develop and sustain a record as lead author of high quality outputs in leading peer-reviewed journals and/or other top quality peer-reviewed outlets in management	x		Application Form / Interview
Clear and credible plan for substantive research projects in the medium and long term in one of the School's areas of research strength	x		Application Form / Interview
Clear evidence of ability to compete successfully for resources to support research as appropriate to the discipline.		x	Application Form / Interview
Evidence of building networks and relationships at a national or international level.	x		Application Form
Successful track record of supervising postgraduate student research projects.		x	Application Form / Interview
Teaching Experience			
Experience of, and excellence in, high-quality teaching at undergraduate and/or postgraduate level in strategic and/or international business subjects	x		Application Form / Interview
Excellent interpersonal skills, with the proven ability to teach and engage with students using a variety of different methods.	x		Application Form / Interview
Experience of successfully coordinating teaching and learning activities.	x		Application Form / Interview
Specific Skills, Experience and Knowledge			
Experience of effective team working	x		Application Form / Interview
Excellent communication and presentation skills, with the proven ability to communicate effectively, both verbally and in writing, with students, colleagues and external audiences	x		Application Form / Interview
Willingness to participate as an active and good citizen in the School.	x		Interview
Capacity for Career Development			
Commitment to continuous professional development			Interview