## 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 (TF) Maternity cover

### Department: School of Business and Management

<table>
<thead>
<tr>
<th>Qualifications and Training</th>
<th>Essential</th>
<th>Desirable</th>
<th>Tested by</th>
<th>(Application form, Interview, Test)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educated at PhD level in the area of Marketing</td>
<td>X</td>
<td></td>
<td>Application Form</td>
<td></td>
</tr>
</tbody>
</table>

### Scholarship

Demonstrable high levels of disciplinary and pedagogic scholarship as applied to teaching and understanding of the discipline | X | Application Form/ Interview |

### Teaching Experience

Experience of, and excellence in, high-quality teaching at undergraduate and/or postgraduate level in Marketing | 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. | | Interview |

### Capacity for Career Development

Commitment to continuous professional development | X | Interview |