**PERSON SPECIFICATION**

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

**Job Title:** Senior Lecturer (teaching focussed) in Marketing  
**Department:** Marketing

<table>
<thead>
<tr>
<th>Qualifications and Training</th>
<th>Essential</th>
<th>Desirable</th>
<th>Tested by (Application form, Interview, Test)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educated to PhD level (or equivalent), completed or near to completion, in a relevant field, HE Academy or qualification in teaching, or other evidence of training for teaching at HE level.</td>
<td></td>
<td>X</td>
<td>Application Form</td>
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<td>X</td>
<td>Application Form</td>
</tr>
</tbody>
</table>

**Skills and Abilities**

- Experience of high-quality teaching in marketing subjects at undergraduate and postgraduate levels.  
  - Proven ability to manage own teaching, research and administrative duties.  
  - Organisational skills to deliver management and administrative responsibilities implementing College and School strategies, support the academic mission or to develop projects.  
  - Experience of leading programmes or other experience of co-ordinating with others to ensure student learning and teaching needs and expectations are met.  
  - Experience of managing own teaching, administrative and other relevant activities.  
  - Experience of co-ordinating with others to ensure student learning and teaching needs and expectations are met.  
  - Successful development of relationships with external individuals and agencies.

- X Application Form/ Interview

**Experience**

- Successful development of relationships with external individuals and agencies.  
  - Excellent interpersonal skills, with proven ability to lead and engage with students and colleagues using a variety of different methods.  
  - Organisational skills to deliver management and administrative responsibilities implementing College and School strategies, support the academic mission or to develop projects.

- X Application Form/ Presentation/ Interview

**Other Requirements**

- A commitment to continuous personal development.

- X Application Form/ Interview