

**PERSON SPECIFICATION**

**POST TITLE:** Lecturer in Marketing (teaching focus)  
**DEPARTMENT:** Marketing

<b>CRITERIA</b>	<b>ESSENTIAL (E) or DESIRABLE (D)</b>	<b>TESTED BY (Application Form, Interview, Test, Presentation etc)</b>
<b>QUALIFICATIONS AND TRAINING</b>		
Doctorate in relevant field (or near to completion)	<b>E/D</b>	Application Form
Experience of high-quality teaching practice at undergraduate and/or postgraduate level in the department's disciplinary area.	<b>E</b>	Application Form/Interview
Demonstrable high levels of scholarship and understanding of the current demands and trajectory of the discipline.	<b>E</b>	Application Form/Interview
A commitment to and understanding of relevant professional values.	<b>D</b>	Interview/Presentation
Possession of a recognised teaching qualification	<b>D</b>	Application Form/Interview
<b>SPECIFIC SKILLS, EXPERIENCE AND KNOWLEDGE</b>		
Interest in engaging UG/PGT students in research	<b>E</b>	Presentation/Interview
Interest in enhancing student experience	<b>E</b>	Presentation/Interview
Experience of managing own teaching, administrative and other relevant activities.	<b>E</b>	Application Form
Experience of co-ordinating with others to ensure student learning and teaching needs and expectations are met.	<b>D</b>	Interview
Successful development of relationships with external individuals and agencies.	<b>D</b>	Interview
Experience of bidding, planning for and organising initiatives that are based on learning, teaching and assessment.	<b>D</b>	Interview
<b>PERSONAL AND INTERPERSONAL QUALITIES</b>		
Successful development of relationships with external individuals and agencies.	<b>D</b>	Interview
Experience of effective teamworking.	<b>D</b>	Interview
Excellent interpersonal skills, with the proven ability to teach and engage with students using a variety of different methods.	<b>E</b>	Interview
Excellent communication and presentation skills.	<b>E</b>	Presentation/Interview
Commitment to the aims, objectives and broader activities within the department	<b>E</b>	Presentation/Interview