



**ROYAL HOLLOWAY**  
University of London

**PERSON SPECIFICATION FORM**

<b>POST TITLE: Lecturer (Teaching and Research) FT</b>		
<b>DEPARTMENT: Marketing</b>		
<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>		
Educated to PhD level (or equivalent), completed or near to completion, in a relevant field.	<b>E</b>	CV/Application form
Membership of relevant Professional bodies	<b>D</b>	CV
HE Academy or qualification in teaching, or other evidence of training for teaching at HE level.	<b>D</b>	CV
<b>SPECIFIC SKILLS, EXPERIENCE AND KNOWLEDGE</b>		
Demonstrable high levels of scholarship and understanding of the current demands and trajectory of your discipline.	<b>E</b>	Application form/Interview/Presentation
Successful development of relationships with external individuals and agencies for knowledge exchange.	<b>E</b>	Application form/Interview
Experience of high-quality, innovative teaching practices in Marketing (or related topics) at undergraduate and/or postgraduate levels	<b>E</b>	Application form/Interview
Experience of effective teamworking including co-ordinating with others to ensure student learning and teaching needs and expectations are met.	<b>E</b>	Application form /interview
Potential to gain external research funding	<b>E</b>	Application form
<b>PERSONAL AND INTERPERSONAL QUALITIES</b>		
Excellent interpersonal skills, with proven ability to lead and engage with students and colleagues using a variety of different methods.	<b>E</b>	Application form/Presentation/Interview

Organisational skills to manage own teaching duties, develop projects, deliver administrative responsibilities, implement Departmental, School and university strategies, and support the academic mission of the institution	<b>E</b>	Application Form/Presentation/Interview
Excellent communication and presentation skills, with the proven ability to communicate effectively with students, colleagues and external audiences.	<b>E</b>	Presentation/Interview
<b>CAPACITY FOR CAREER DEVELOPMENT</b>		
A commitment to continuous personal development.	<b>E</b>	Interview