



## 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:** Marketing

	Essential	Desirable	Tested by Application Form/Interview/Test
<b>Knowledge, Education, Qualifications and Training</b>			
Educated to PhD level (or equivalent), completed or near to completion, in a relevant field.	x		CV/Application form
Membership of relevant Professional bodies		x	CV
HE Academy or qualification in teaching, or other evidence of training for teaching at HE level.		x	CV
<b>Skills and Abilities</b>			
Demonstrable high levels of scholarship and understanding of the current demands and trajectory of your discipline.	x		Application form/Interview/Presentation
Successful development of relationships with external individuals and agencies for knowledge exchange.	x		Application form/Interview
Experience of high-quality, innovative teaching practices in Marketing (or related topics) at undergraduate and/or postgraduate levels	x		Application form/Interview
Experience of effective teamworking including co-ordinating with others to ensure student learning and teaching needs and expectations are met.	x		Application form /interview
Potential to gain external research funding	x		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.	x		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	x		Application Form/Presentation/Interview

Excellent communication and presentation skills, with the proven ability to communicate effectively with students, colleagues and external audiences.	x		Presentation/Interview
<b>Capacity for Career Development</b>			
A commitment to continuous personal development.	x		Interview