



<b>Job title</b>	Assistant Professor in Digital Marketing	<b>Job family and level</b>	Research and Teaching Extended Level 5
<b>School/ Department</b>	Nottingham University Business School	<b>Location</b>	Jubilee Campus

## Purpose of role

The person appointed will be expected to engage in high quality research in all areas of marketing and to contribute to teaching in this area on the range of programmes offered by the School at undergraduate, postgraduate and executive levels. The post holder will also be required to make an appropriate contribution to administration.

	<b>Main responsibilities</b> (Primary accountabilities and responsibilities expected to fulfil the role)	<b>% time per year</b>
1	<p><b>Research</b></p> <ul style="list-style-type: none"> <li>▪ To undertake original research in any area compatible with activity within marketing.</li> <li>▪ To publish research in peer-reviewed journals.</li> <li>▪ To seek external research funding as appropriate.</li> <li>▪ To produce research suitable for dissemination to conferences, workshops and meetings (both international and national).</li> <li>▪ To forge collaborations within and outside the University as appropriate.</li> <li>• To encourage and work with other members of the Department/School on joint research activities, including research seminars.</li> <li>▪ To undertake research student supervision as required.</li> <li>• To contribute fully to School research activities, including the provision of information required for the REF or similar activities.</li> </ul>	40%
2	<p><b>Teaching</b></p> <ul style="list-style-type: none"> <li>▪ To prepare and deliver lectures, seminars/tutorials at undergraduate, postgraduate and executive levels in the area of digital marketing.</li> <li>▪ To participate in the assessments for initial and higher degrees and diplomas of the University and to act as invigilator in such examinations as required.</li> <li>▪ To contribute to course and curriculum development and design, including course management (where appropriate).</li> <li>▪ To support and comply with the University and School teaching quality assurance standards and procedures, including the provision of such information as may be required.</li> </ul>	40%
3	<p><b>Administration</b></p> <ul style="list-style-type: none"> <li>▪ To undertake administrative work/management functions and generally to assist with efficient and effective completion of the work of the</li> </ul>	20%

	<p>Centre/School and the University. This may include participation in relevant committees and working groups.</p> <ul style="list-style-type: none"><li>• To act as a personal tutor for both undergraduate and postgraduate students as required.</li><li>▪ To take part in and contribute to staff development activities consistent with continuous professional development.</li><li>▪ To be responsible for and comply with the University's quality assurance standards and procedures.</li><li>▪ Any other duties appropriate to the grade and role of the person appointed.</li></ul>	
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## Person specification

	Essential	Desirable
<b>Skills</b>	<ul style="list-style-type: none"> <li>▪ Excellent communication and presentation skills.</li> <li>▪ Ability to teach at both undergraduate and postgraduate levels in digital marketing and relevant subjects across marketing.</li> <li>▪ Potential to generate research funding.</li> <li>▪ Ability to develop own research area and work independently</li> <li>▪ Flexibility to collaborate with colleagues and ability to work well in a team.</li> <li>▪ Willingness to develop and pursue</li> <li>▪ engagement with practice.</li> </ul>	
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>▪ Teaching experience in digital marketing and other relevant subjects at HE level.</li> <li>▪ Research interests and ability to publish in internationally excellent, peer-reviewed journals in a relevant area to marketing.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Evidence of publishing in internationally excellent, peer-reviewed journals in a relevant area to marketing.</li> <li>▪ Participation in academic networks.</li> <li>▪ Some experience in supervising research students for higher degrees.</li> <li>▪ Research interests and ability to teach in areas of business to business marketing, analytics and/or innovation.</li> </ul>
<b>Qualifications, certification and training (relevant to role)</b>	<ul style="list-style-type: none"> <li>▪ A PhD or equivalent in a relevant area (or close to completion).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Higher Education teaching qualification or equivalent.</li> </ul>



The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.



The University is a signatory of the Declaration on Research Assessment (DORA). As such we commit to focus on the scientific content of publications (where requested or provided as part of the recruitment and selection process) as a basis for review of quality, and consideration of value and impact of research conducted, rather than any proxy measures such as Journal Impact Factor.

## Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

- Valuing people** Is always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions.
- Taking ownership** Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas.
- Forward thinking** Driven to question the status quo and explore new ideas, supporting the team to "lead the way" in terms of know-how and learning.
- Professional pride** Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance.
- Always inclusive** Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider the wider context when sharing information making full use of networks and connections.

## Key relationships with others

