



Job title	Assistant Professor in Marketing	Job family and level	Research and Teaching Extended Level 5
School/ Department	Department of Marketing, Nottingham University Business School	Location	Jubilee Campus

Purpose of role

As a member of the Department of Marketing in a large, international Business School/University, you will:

- Lead and deliver individual and collaborative teaching in digital marketing and other relevant area(s) and contribute to the strategic research priorities of the Department.
- Generate new intellectual understanding/knowledge through the application of knowledge and develop ideas for application of research and teaching outcomes.
- Develop new concepts and ideas and will be expected, where appropriate, to develop and win support for innovative research and/or teaching development proposals and funding bids.
- Make a significant contribution to your School via leadership and/or administrative management and/or co-ordination of specific initiatives.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
	<p>RESEARCH AND KNOWLEDGE EXCHANGE (RKE) AND SCHOLARSHIP</p> <ul style="list-style-type: none"> ▪ To take the lead on, plan, develop and conduct individual and/or collaborative original research objectives, projects and proposals either as an individual or as part of a broader programme. ▪ To establish a national reputation and regularly disseminate and explain research findings through peer-reviewed publications, conferences, and other appropriate media. ▪ To generate income by developing and winning support for innovative research proposals and funding bids. Where appropriate undertake consultancy projects where there is a demonstrable benefit to the University and academic unit. ▪ To encourage and work with other members of the Department/School on joint research projects/activities and to build relationships and collaborate actively with internal and external contacts, nationally and if appropriate internationally to complete research projects and to advance the discipline. ▪ To contribute fully to School research activities, including the provision of information required for the REF or similar activities. 	35%

	<p>EDUCATION AND STUDENT EXPERIENCE (ESE)</p> <ul style="list-style-type: none"> ▪ To deliver teaching across a range of modules related to digital marketing, providing curriculum leadership within own area of expertise. ▪ Be responsible for the design of course modules and/or programmes of study in specialist area and for their quality. Where appropriate identify the need for developing the content or structure of existing modules and make proposals on how this should be achieved. ▪ To coach and support tutorial groups, developing their knowledge and their learning skills, and be responsible for the pastoral care of students within a specified area, dealing with sensitive issues. ▪ Be responsible for and comply with The University of Nottingham Teaching Quality assurance standards and procedures. Ensure teaching quality assessment and assessment of progress and other information is maintained and supplied to the University as required. ▪ To act as a personal tutor for both undergraduate and postgraduate students as required. ▪ Supervise and examine Postgraduate Taught and Research students within area of expertise. Eligibility to supervise extends to any member of staff currently undertaking research in the relevant discipline (Quality Manual). ▪ To resolve problems affecting the quality of course delivery and student progress within relevant areas, referring more serious matters to others, as appropriate. ▪ To be responsible for the management and resolution of Level 1 student complaints, drawing on specialist advice and support as required. 	35%
	<p>UNIVERSITY/ACADEMIC SERVICE, ADMINISTRATION, AND GOOD CITIZENSHIP</p> <ul style="list-style-type: none"> ▪ Uphold the principle of equality, diversity, and inclusion, working to eliminate discrimination on the grounds of any protected characteristic. ▪ Positively contribute to fostering a collegial environment, recognising that 'how' we approach our work and each other is as important as 'what' we do, embracing University's values whilst also ensuring that academic freedom continues. ▪ Be responsible for administrative duties in areas such as admissions, timetabling, examinations, student attendance, and represent the school on various committees and working groups in the wider University and outside of the University and managing or monitoring assets and budgets allocated as part of the role. ▪ Be responsible for the safe conduct of work within work area and teaching responsibilities ensuring that the School's arrangements for compliance with the University Safety Policy are implemented. ▪ To be responsible for and supervise practical work, including projects, field trips or placements, where it is part of the course. ▪ To take part in and contribute to staff development activities consistent with continuous professional development. ▪ To be responsible for and comply with the University's quality assurance standards and procedures. ▪ For those with research staff line management responsibilities: 	30%

	<ul style="list-style-type: none">○ To act as a line manager to staff, coaching and supporting colleagues in developing research techniques/○ To act as a mentor to colleagues with less experience and providing advice on personal development.▪ Any other duties appropriate to the grade and role of the person appointed.	
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Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> ▪ Excellent oral and written communication skills, including the ability to communicate with clarity on complex and conceptual ideas to those with limited knowledge and understanding as well as to peers, using high level skills and a range of media. ▪ High level analytical capability to facilitate conceptual thinking, innovation, and creativity. ▪ Ability to publish in internationally excellent, peer-reviewed journals in relevant area(s). ▪ Ability to develop own research area and work independently, as well as the ability to build relationships and collaborate with others, internally and externally and work well as a team. ▪ Ability to teach at both undergraduate and postgraduate levels in digital marketing and other relevant subjects across marketing. ▪ Ability to devise, advise on and manage learning and research programmes. ▪ Ability to manage resources and an understanding of management processes. • Skills in counselling, pastoral care, and motivating students. • Emerging skills in managing and motivating staff. • Potential to generate research funding. ▪ Willingness to develop and pursue engagement with practice. 	
Knowledge and Experience	<ul style="list-style-type: none"> ▪ Sufficient breadth or depth of specialist knowledge in the discipline to develop research programmes and methodologies. ▪ Evidence of publication record. ▪ Experience of developing research methodologies and devising models, approaches, techniques, critiques, and methods. ▪ Research experience within subject specialism aligned with at 	<ul style="list-style-type: none"> ▪ Evidence of publishing in high quality peer reviewed journals in relevant area(s). ▪ Participation in academic networks. ▪ Some experience in supervising research students for higher degrees. ▪ International reputation in specialist field which continues to grow.

	<p>least one of the Department's priority areas: Marketing for greater good; Sustainable tourism; Advanced analytics and AI.</p> <ul style="list-style-type: none"> ▪ Experience and achievement in chosen field, reflected in growing and consistent national reputation. ▪ Experience and demonstrated success in delivering teaching within an agreed quality framework. ▪ Teaching experience in digital marketing at HE level. ▪ Demonstrate confidence in the use of the University's virtual learning environment and enabling technologies that support teaching and learning (e.g., lecture capture, online reading lists). 	<ul style="list-style-type: none"> ▪ Experience, achievement, and growing reputation in the discipline, reflected in relevant national committee memberships, and/or involvement in national research events. ▪ Extensive experience and demonstrated success in delivering research results. ▪ Experience of devising, advising on and managing learning and research programmes. ▪ Experience of counselling, pastoral care, and motivating students.
<p>Qualifications, certification, and training (relevant to role)</p>	<ul style="list-style-type: none"> ▪ A PhD or equivalent in a relevant subject area (or close to completion). 	<ul style="list-style-type: none"> ▪ Higher Education teaching qualification or equivalent. ▪ Membership of a professional body where appropriate.



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

