

# Lecturer in Marketing (Teaching & Scholarship)

Business School

Closing date: 20 December 2021

Interview date: TBC

Reference number: BUS183A



**Healthy  
Working  
Lives**



Version: Jul21

## INTRODUCTION

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The Business School is in an exciting and ambitious phase of its development. While proud of the University's 525-year history, the Business School is a core part of the University's plans for the future and is committed to increasing its profile. To facilitate its further growth and development, the Business School is now a stand-alone unit within the University. As an integral part of its growth strategy, the School has initiated a plan to earn accreditation of the School from the main international accrediting agencies in the coming years. The Business School comprises several related disciplines: Accountancy, Economics, Finance, Business Management, and Real Estate. The School is consistently high ranked in national league tables, often among the top 20 for most of its subjects. Most recently it was ranked 12th for Business Management Studies in the Complete University Guide 2022, and achieved 16th for Business, Management & Marketing and 10th for Accounting & Finance in the Times & Sunday Times Good University Guide 2022.

A strong research ethos runs throughout the School, most recently highlighted by the success in our submissions to the Business and Management and the Architecture, Built Environment and Planning panels in REF2014. Research is organised around multidisciplinary themes, and there is a developing culture of cross-disciplinary research that engages in 'real world' problems and issues. This fits into a broader research agenda that builds partnerships across the University, including close research ties with, for example, the Aberdeen Institute of Energy and the Health Economics Research Unit. The School also has a number of Research Centres including the Aberdeen Centre for Research in Energy Economics and Finance, the Centre for European Labour Market Research, the Centre for Business Research, and the Scottish Experimental Economics Laboratory. There is a strong and growing base of PhD students in each of the disciplines.

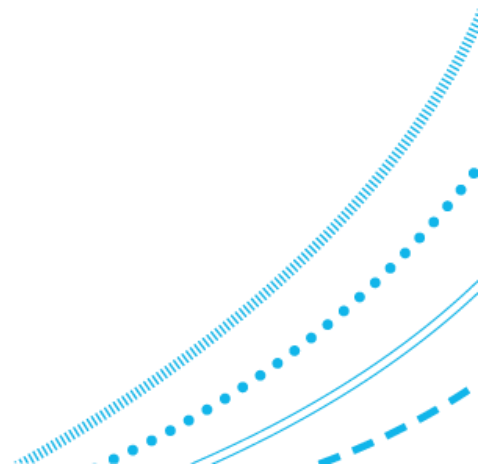
Teaching is also at the core of our activity. We have strong undergraduate programmes across the range of disciplines. The School is home to a growing suite of postgraduate degrees from traditional degrees such as MBA and Executive MBA and an MSc in Accounting and Finance and in International Business Management to more distinctive offerings, such as our MSc Finance and Business and MSc in Finance and Investment Management, which are integrated with the CFA Level 1 exam, the MSc in Petroleum, Energy Economics and Finance and our new fully online MSc in Finance and online MBA (Global).

There is a high level of international diversity in our student population, helped by a growing number of agreements with foreign universities and other international partnerships, further enhancing the student experience in both the undergraduate and postgraduate programmes.

Building on substantial investment in the School over the past two years with over 20 new academic staff, and the imminent launch of a new Entrepreneurship Centre, the School is in the process of making further appointments.

The School is proud to have been awarded the Athena SWAN Bronze Award for equality and diversity. Details can be found here: <https://www.abdn.ac.uk/business/people/equality-and-diversity-234.php>.

More information on the School is available by clicking on the link: [www.abdn.ac.uk/business](http://www.abdn.ac.uk/business). The post will be based in Aberdeen with overseas teaching, particularly in Qatar and China, a possibility.



## JOB DESCRIPTION

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### MAIN PURPOSE OF THE ROLE:

The Business School is seeking to appoint a Lecturer (Teaching and Scholarship) with an interest in marketing. We welcome applications from all areas of marketing, in particular digital marketing.

We look to appoint academics who understand and have experience of delivering teaching to and assessing international students at the undergraduate and postgraduate level, including Senior Executives, both face to face and online. We are seeking to appoint someone who is ready to join an ambitious school and take on responsibility for a growing curriculum.

### KEY RESPONSIBILITIES:

This role is for a Lecturer in Marketing to teach on a broad range of lectures and tutorials, and undertake administrative duties as necessary.

Applicants should have expertise in marketing and have the ambition to work across disciplines and with industry to achieve their Scholarship vision as part of Aberdeen 2040.

Responsibilities Include:


#### **Scholarship**

- To conduct practice-led Scholarship in Marketing (or closely related disciplines) related to the School's strategic focus.
- To prepare and submit applications for funding (e.g. Knowledge Transfer Partnerships).
- To develop Professional/Practice-led Intellectual Contributions related to Entrepreneurship activities.

#### **Education (Teaching & Promotion of Learning)**

- To contribute to the design, development, delivery, assessment and administration of a range of undergraduate and postgraduate courses, including Executive Education, both face to face and online. This includes contribution to supervision of dissertations.
- To contribute to the development of internship and placement in programmes across the School.
- To proactively engage in teaching innovation.

#### **Administrative & Support**

- To supervise students directly, providing a high standard of support and help.
  - To identify the learning needs of students and defining learning objectives.
  - To undertake school/department level administration, as determined by the Head of School and Academic Line Manager.
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## CANDIDATE BACKGROUND

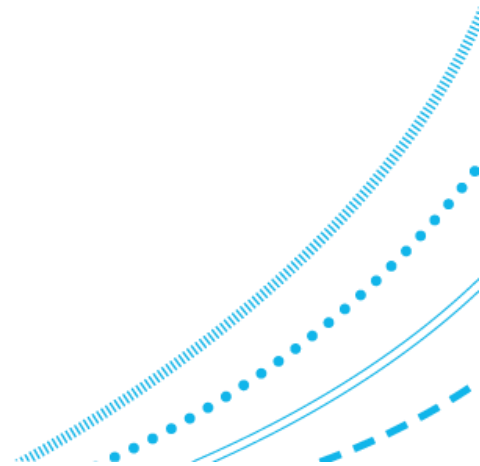
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Effective and innovative teaching and research in any area of marketing are key aspects of this post. Candidates with extensive professional experience as well as the above are particularly welcomed. The successful candidate will work with colleagues across the School aligned to the School's mission and vision.

Experience in Higher Education teaching and evidence of potential for research or scholarship excellence are important requirements. We particularly seek someone who is:

Student engagement centric: The successful candidate will play a key part of the business school student experience

Applicants will be open and collegiate in their approach and want to contribute to a cohesive and supportive work environment and engage in capacity building and mentoring in education.





## TERMS OF APPOINTMENT

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Salary will be at the appropriate point on grade 7 of the University salary scale, (£42,149- £50,296 per annum) and negotiable with placement according to qualifications and experience.

Any appointment will be made subject to satisfactory references and probation period

For further information on various staff benefits and policies please visit [www.abdn.ac.uk/staffnet/working-here](http://www.abdn.ac.uk/staffnet/working-here)

This role is based in the UK and as such the successful candidate will be required to live and work in the UK.

The candidate appointed to this post may be eligible for homeworking on an occasional or regular basis. For more information please refer to our [Homeworking Policy](#).

Should you require a visa to undertake employment in the UK you will be required to fulfil the minimum points criteria to be granted a Certificate of Sponsorship under the requirements of the Skilled Worker visa. At the time an offer of appointment is made, you will be asked to demonstrate that you fulfil the criteria in respect of qualification and competency in English. For research and academic posts, we will consider eligibility under the Global Talent visa. Please do not hesitate to contact Lauren Storey, HR Adviser (e-mail: [lauren.storey@abdn.ac.uk](mailto:lauren.storey@abdn.ac.uk)) for further information.

### AT A GLANCE

#### SALARY:

Choose Grade: 7

Choose Salary Banding: £42,149 -  
£50,296 per annum

HOURS OF WORK: 37.5 hours per  
week

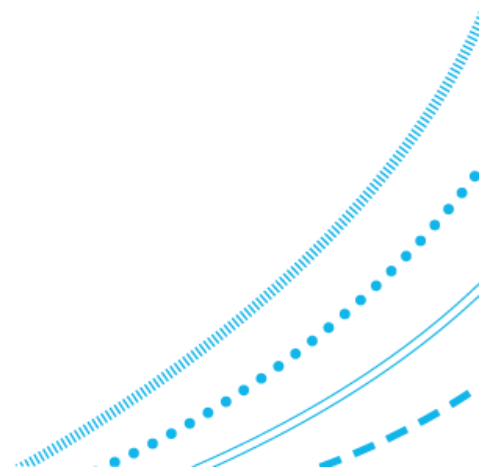
CONTRACT TYPE: Substantive

LOCATION: Aberdeen



## PERSON SPECIFICATION - LECTURER

	ESSENTIAL	DESIRABLE
<b>Education/Qualifications</b> Academic, technical and professional education and training	<ul style="list-style-type: none"> <li>• <i>PhD (or equivalent) in a relevant discipline;</i></li> <li>• <i>Relevant Teaching Qualification (or equivalent)</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Fellowship or higher-level qualifications of Advance HE</i></li> <li>• <i>Membership of relevant professional body (e.g. CMI, CIM)</i></li> <li>• <i>Chartered Management and Business Educator (CMBE)</i></li> </ul>
<b>Work and Other relevant experience (including training)</b> e.g. Specialist knowledge, levels of experience, supervisory experience, research	<ul style="list-style-type: none"> <li>• <i>Experience of working in the Higher Education sector (commensurate with career stage)</i></li> <li>• <i>Experience of developing research based Intellectual Contributions and a developing record of research publication</i></li> <li>• <i>Established record of scholarship in teaching practice</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Record of inter-disciplinary working in research or scholarship and teaching</i></li> <li>• <i>Experience in engaging in institutional accreditations</i></li> </ul>
<b>Personal qualities and abilities</b> e.g. initiative, leadership, ability to work on own or with others, communication skills	<ul style="list-style-type: none"> <li>• <i>Excellent interpersonal skills, including oral and written communication skills</i></li> <li>• <i>Ability to produce high-quality research and practice-oriented publications.</i></li> <li>• <i>Ability to work independently and as part of a team</i></li> <li>• <i>Ability to relate well to colleagues and build a rapport with students (including executives), collaborative partners, and corporate contacts</i></li> <li>• <i>Enquiring, critical approach to work</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Knowledge of AACSB and EQUIS accreditation process</i></li> </ul>
<b>Other</b> e.g. special circumstances (if any) appropriate to the role such as unsocial hours, travelling, Gaelic language requirements etc.	<p><i>Willingness to engage in:</i></p> <ul style="list-style-type: none"> <li>• <i>AACSB &amp; EQUIS accreditation activities</i></li> <li>• <i>Travel and teach overseas</i></li> <li>• <i>The full range of University activities, incl. Knowledge Transfer and student recruitment activities.</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Ability and willingness to engage in the development and capture of student recruitment opportunities in <u>emerging</u> markets</i></li> </ul>



## UNIVERSITY OF ABERDEEN

*open to all and dedicated to the pursuit of truth in the service of others*

The University of Aberdeen is a broad based, research intensive University, and we put students at the centre of everything we do. Outstanding in a wide range of discipline areas, Aberdeen is credited for its international reach and commercialisation of research ideas into spin out companies. The University has over 16,000 matriculated students and 3,600 staff representing 130 nationalities. We encourage bold thinking, creativity and innovation, and we nurture ambition with many opportunities for professional and personal development in an inclusive learning environment which challenges and inspires.

<p>— 2019 —</p> <p><b>SCOTTISH UNIVERSITY</b></p> <p>— OF THE YEAR —</p>	<p><b>TOP 20 UK UNIVERSITY</b></p> <p>Guardian University Guide 2021</p>	<p><b>12<sup>th</sup></b> &amp; <b>57<sup>th</sup></b></p> <p><b>IN THE UK</b> &amp; <b>GLOBALLY</b></p> <p><i>for positive impact on society*</i></p>
<p><b>1<sup>st</sup></b></p> <p><b>IN SCOTLAND</b></p> <p><i>for Science Collaboration**</i></p>	<p><b>180</b></p> <p><i>World top ***</i></p>	<p><b>75%</b></p> <p><i>of research classified as</i></p> <p><b>WORLD LEADING****</b></p>

\* THE Impact Rankings 2021    \*\* CWTS Leiden 2020    \*\*\* Times Higher Education World University Rankings 2021    \*\*\*\* In-line with the 2014 Research Excellence Framework (REF) results

### CURRENT CONTEXT

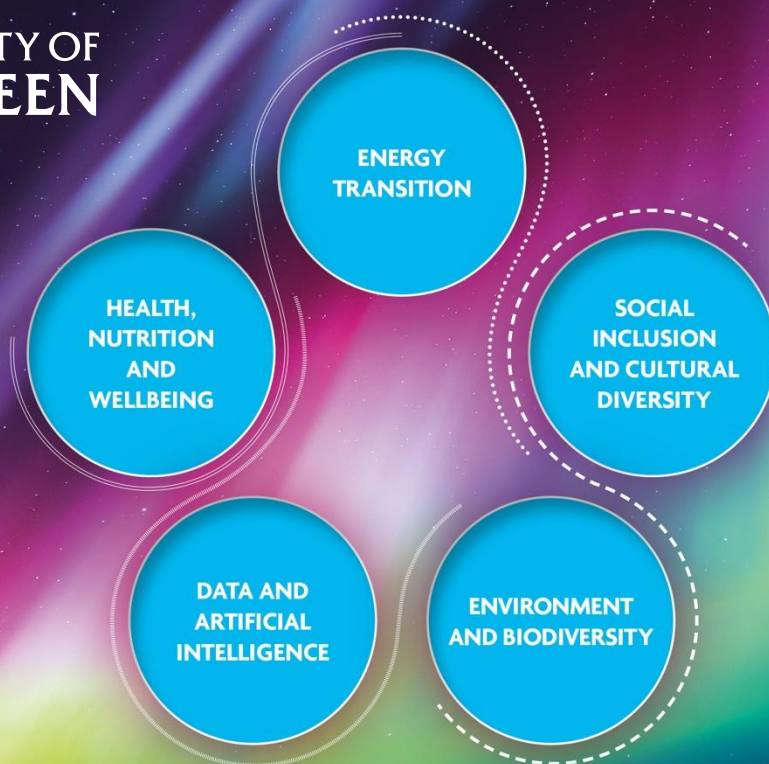
The University continues to build on its achievements. Underpinning our high performance and significant growth is a £100m investment in Aberdeen's estate which will include the completion of a new Science Teaching Hub, the regeneration of the historic King's Quarter and a new Business School building. The University has also invested in 50 new academic posts and in 2020 launched five interdisciplinary, cross-institution Research Centres that will catalyse world-leading research in our areas of strength. Our five Interdisciplinary Challenges are: Energy Transition; Social Inclusion and Cultural Diversity; Environment and Biodiversity; Data and Artificial Intelligence; and Health, Nutrition and Wellbeing.

### ABERDEEN 2040

On our 525th anniversary as a University we launched [Aberdeen 2040](#), our strategic vision for the next 20 years. Four strategic themes will shape our learning and discovery, underlined by 20 commitments we have made against each theme:

- **Inclusive**  
We welcome students, staff and partners from all backgrounds, organisations and communities. We value diversity.
- **Interdisciplinary**  
We innovate in education and research by generating, sharing and applying new kinds of knowledge. We learn together.
- **International**  
We connect with others and extend our networks and partnerships around the world. We think across borders.
- **Sustainable**  
We understand and nurture our environment, and take care of our resources, including our people and finances. We work responsibly.





## OUR EDUCATION

Recognised as the Scottish University of the Year in the Times and Sunday Times Good University Guide 2019, we remain true to our roots as an ancient Scottish university, combining breadth and depth in our degree programmes and drawing strength from the quality of our research. Our flexible curriculum encourages students to grow as independent learners and therefore to thrive as graduates in the diverse workplaces of the future. Our education is open to all and we are setting ambitious targets to further widen access.

## OUR RESEARCH

Researchers at the University of Aberdeen have been at the forefront of innovation and excellence throughout the centuries, generating insights in medicine, science, engineering, law, social sciences, arts and humanities. This research has contributed to five Nobel prizes as well as other awards such as the Queen's Anniversary prize. Our research is intellectually rigorous working within our established areas of excellence as well as new methods of enquiry. We will continue to generate new knowledge addressing economic and societal issues with ambition and imagination, ensuring that it is globally excellent and locally relevant.

## INTERNATIONAL

Aberdeen is increasing its international presence, positioning the University as a global organisation and building on established global partnerships in e.g. Qatar, China, North America, Europe. We feature in the top 50 institutions worldwide for international students<sup>1</sup> and have been named 32<sup>nd</sup> in the world for International Outlook<sup>2</sup>. The University of Aberdeen is proud to be the first UK University to operate on a dedicated campus in Qatar. Phase 1 of this partnership with AFG College has successfully recruited over 600 students. Phase 2 will see the creation of a substantially larger campus, with capacity for at least 5,000 students and research activity. For further information on our Qatar campus visit [www.abdn.ac.uk/qatar](http://www.abdn.ac.uk/qatar).

## IMPACT

Our dedication to building a sustainable future is reflected in the Times Higher Education Impact Rankings 2021 where we were ranked in the top 60 Universities worldwide for positive impact on society.

In 2020 the University signed the United Nations Sustainable Development Goals accord, solidifying our commitment to developing the world in a sustainable way. In 2021 we were listed in the global Top 50 for 6 of these goals and in the UK Top 20 for all 17<sup>3</sup>.

<sup>1</sup> Times Higher Education World University Rankings 2021

<sup>2</sup> QS World University Rankings 2021

<sup>3</sup> Times Higher Education Impact Rankings 2021



## ABERDEEN AND ABERDEENSHIRE

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Scotland's third largest city, Aberdeen sits on the coast between the mountains of Aberdeenshire and the stunning North Sea coastline. The Aberdeen City region is a can-do place that is actively investing, at scale, in its future.

Renowned as a Global Energy Hub, Aberdeen is a vibrant, entrepreneurial region, home to a unique mix of business opportunities and specialist skills across various sectors including energy, technology, life sciences and food & drink. More than 20% of Scotland's top businesses are located in this region which is taking great strides to ensure that it continues to compete on a world stage. Investments of more than £10 billion of public and private infrastructure is due to be delivered before 2030, marking an exciting time to be part of a genuine world-class location.

Built from sparkling local granite Aberdeen has earned the name of the Silver City. As the energy capital of Europe, Aberdeen nevertheless retains its old-fashioned charm and character making it an attractive place in which to live, work and study. Due to its global business and international energy industry credentials, Aberdeen is well served by local and national transport infrastructure with excellent rail networks that run both North and South of Scotland and the rest of the UK. It also acts as an international travel hub. Flying time to London is just over one hour with regular daily flights and serves international travel to European centres such as Amsterdam (Schiphol) and Paris (Charles de-Gaulle) as well as flights to other European destinations.

The City and the surrounding countryside provide a variety of urban, seaside and country attractions. Aberdeen has first class amenities including [His Majesty's Theatre](#), [Music Hall](#), [Art Gallery](#), [the P&J Arena](#), [Museums](#), and [Beach Leisure Centre](#). The City is framed by its accessible beach front which is within a short walk of the city centre and there are an array of activities available across the region such as hill walking; mountaineering; sailing; surfing; salmon, trout and sea fishing; golf; sailing; surfing and windsurfing. The surrounding countryside, known as Aberdeenshire, is also one of Scotland's most appealing regions. Royal Deeside and the Cairngorms National Park are within easy access of the city, and there are a variety of towns and villages scattered along the coastline.

The city and the surrounding area have ranked consistently highly in nationally recognised quality of life surveys, coming out top 10 as one of the best places to live in Scotland in 2020 in the annual Bank of Scotland survey.

To find out more visit [www.visitabdn.com](http://www.visitabdn.com)



## EQUALITY AND DIVERSITY

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The University values a diverse working environment and recognises the benefits this can bring. The University is keen to receive applications from individuals from across all of the equality protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation).

The University supports opportunities for flexible working for a range of reasons and has policies in place to facilitate this. The policies can be found at <https://www.abdn.ac.uk/staffnet/working-here/flexible-working--5607.php>.

The University's commitment to gender equality has been recognised through the achievement of an Athena SWAN Bronze award at an institutional level and across all its subject areas. The University is also a Stonewall Diversity Champion to further LGBT+ equality.

The University is signed up to Advance HE's Race Equality Charter, affirming the University's commitment to the charter's aim of improving the representation, progression and success of minority ethnic staff and students within higher education.

Candidates who are British Sign Language (BSL) users can contact us directly by using [contact SCOTLAND-BSL](#).

The University is delighted to be accredited as a [Disability Confident](#) employer and strives to ensure that disabled staff and students have the opportunity to work and study in an inclusive, accessible and supportive environment.

[www.abdn.ac.uk/staffnet/governance/equality-and-diversity-277](http://www.abdn.ac.uk/staffnet/governance/equality-and-diversity-277)

## HOW TO APPLY

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Online application forms are available at [www.abdn.ac.uk/jobs](http://www.abdn.ac.uk/jobs)

The closing date for receipt of applications is **20 December 2021**

Should you wish to make an informal enquiry please contact:

**Professor Stephanie Morgan** | Co-Director of Staffing  
[Stephanie.Morgan@abdn.ac.uk](mailto:Stephanie.Morgan@abdn.ac.uk)

**Dr King Omeihe** | Head of Discipline-Business Management  
[King.Omeihe@abdn.ac.uk](mailto:King.Omeihe@abdn.ac.uk)

Please do **not** send application forms or CVs to Professor Morgan or Dr Omeihe

Please quote reference number **BUS183A** on all correspondence

