

# Appointment details: Aston Business School

## Lecturer in Marketing



**Closing date**  
Wednesday 9<sup>th</sup> October

Ref: R130241

# Contents

- ▶ About Aston University
- ▶ Welcome from the Vice-Chancellor, Professor Dame Julia King
- ▶ Job description
- ▶ Person specification
- ▶ Salary and benefits
- ▶ How to apply and the selection process
- ▶ Outline terms and conditions

## ▶ About Aston University

At a time of significant change within the Higher Education sector, with more emphasis being placed on widening participation, graduate employment, the student experience and the impact of research on society, Aston looks forward to the future with confidence.

Aston's vision is to be the UK's leading University for business, enterprise and the professions, where original research has a positive impact on the world around us. Aston's strategy 'Forward to 2020' describes Aston as a top research-led international University renowned for developing future leaders of business and the professions.

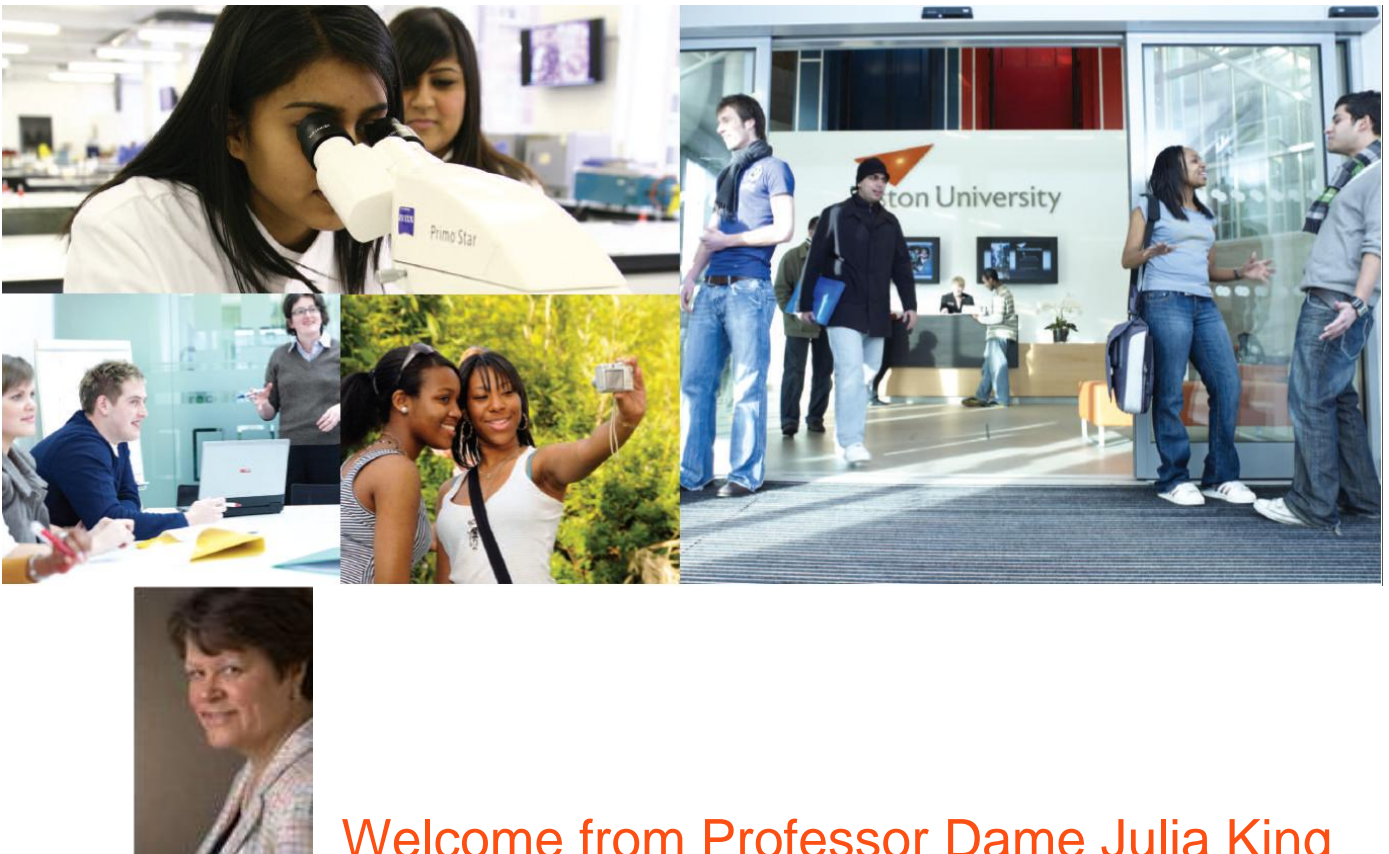
We already 'punch above our weight' and have high, yet realistic, aspirations for 2020 that include:

- ▶ Ranked within the top 1% of universities in the world, and consistently in the Top 20 in the UK
- ▶ In the Top 5 for Graduate Employability in the UK and Top 40 worldwide
- ▶ Focussed on the needs of business and the professions, with all Aston undergraduate students taking part in integrated work experience
- ▶ Carrying out world class research that leads to the creation of practical and applicable

solutions for the challenges of the future, and contributes to the development of research leaders and entrepreneurs

- ▶ Providing an inspiring, challenge-based education for students, equipping them to develop into global citizens, with the skills, knowledge and confidence they will need to achieve their goals and reach their full life potential
- ▶ Engaging with our community and city, recruiting students with talent regardless of income and background, and partnering with business, the professions and the public sector
- ▶ Putting sustainability at the centre of all we do, ensuring that Aston is one of the greenest and most sustainable of all UK universities, in the Top 5 of the People and Planet League.

Students are at the heart of everything we do within Aston's small and friendly community – in the way we think and in the way we act. The student experience is distinctive and unique at Aston because it is built and lived by students and staff as equal partners in the relationship. Our students are engaged in all aspects of their academic and social lives at Aston; our staff are genuinely interested in their students, their success and their welfare, and are universally approachable and friendly.



## Welcome from Professor Dame Julia King

*Dear applicant*

The HE sector is currently experiencing an unprecedented scale and pace of change, combined with a high degree of ambiguity and uncertainty. Those universities able to adapt swiftly to a changing and increasingly competitive market will thrive. As a small, focussed University we have the advantages of agility, innovation and team working that some of our competitors do not. Our integrated placement year, our applicable, exploitable research, and our commitment to widening participation all help to make Aston distinct.

Our research legacy will be determined by our performance in the REF. If we perform to our true potential we will have a successful outcome, with greater and more stable income streams, growing numbers of links to business and a stronger international research reputation.

Teaching quality and the student experience must also continue to be an important focus. Like a number of other highly ranked institutions, we need to continue to improve student feedback and assessment, and we must continue to do all we can to address the needs of students.

We very much look forward to receiving your application and learning more about how you would contribute to Aston's continuing success.

A handwritten signature in black ink that reads 'Julia King'.

**Professor Dame Julia King**  
Vice-Chancellor

## ► Job description

Applicants for a lectureship should possess a good first degree and should have, or expect shortly to obtain, a doctorate in a relevant discipline. A publication record in refereed journals is desirable along with the clear potential to publish internationally.

We encourage applications from all methodological perspectives, and we are keen to discuss new perspectives in order to enhance our existing research profile, and teaching provision. Additionally, applicants should be able to demonstrate effective and innovative teaching practice at undergraduate and postgraduate levels.

### **Job Purpose**

To contribute to, develop and enhance the research and teaching activities of the School.

## Responsibilities

### **Research**

1. To pursue a personal research programme consistent with the research priorities of Aston Business School.
2. To publish the outcomes of research in outlets of international standing.
3. To secure external research funding.
4. To supervise and manage research projects.
5. To supervise postgraduate students at Masters and Doctoral levels.
6. To collaborate in research initiatives with colleagues in and beyond Aston Business School as appropriate.

### **Teaching**

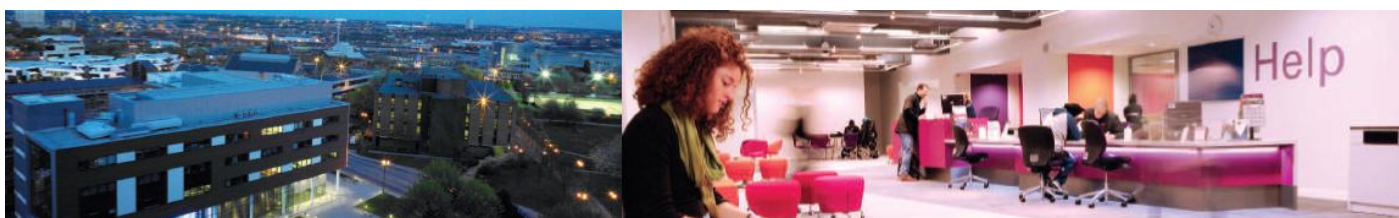
1. To cooperate with colleagues in the continuous review and development of Programmes and the curriculum.
2. To be responsible for the design and content of specific areas of teaching and learning within the School's undergraduate and postgraduate Programmes.
3. To deliver teaching of the highest quality to undergraduate and / or postgraduate students and to carry out the associated examining processes.
4. To provide academic support and advice to undergraduate and postgraduate students.
5. To promote the use of a range of methods and techniques in teaching, learning and assessment.
6. To engage in the regular evaluation and development of modules for which the lecturer has responsibility, in terms of content, delivery and assessment.

### **Community Engagement**

1. To be involved in activities to raise the regional profile of the Marketing group, particularly with schools and businesses.
2. To forge relationships with key local bodies.

### **Other related activities and functions**

1. To carry out specific (School) roles and functions as may be reasonably required these being equitably distributed across the academic staff.
2. To take part in the work of University or School Committees as appropriate.
3. To engage in training programmes in the University (e.g. through Staff Development) which are consistent with the needs and aspirations of the lecturer and the School.
4. To diligently support quality assurance measures within the University (e.g. by reviewing delivered modules annually, setting and receiving student feedback questionnaires).
5. To undertake such other duties as may be reasonably requested and that are commensurate with the nature and grade of the post.





## ► Person specification

	Essential	Method of assessment
<b>Education and qualifications</b>	An undergraduate degree in a relevant subject (upper second or first class honours)	Application form
	A doctorate in a relevant academic discipline (or close to submission of PhD thesis, within 3 months of commencing employment)	Application form
<b>Experience</b>	Experience of teaching in relevant undergraduate and postgraduate programmes	Application form, interview and presentation
	Experience of designing, developing and assessing academic Marketing modules to undergraduate and/or postgraduate audiences	Application form and interview
	Experience of conducting tutorials, coaching and mentoring students and giving timely and effective student feedback	Application form and interview
	Experience of developing a research programme, publishing research outcomes (preferably in international journals) or demonstrated potential to do so	Application form, interview and presentation
	Initiating and conducting research to doctoral level	Interview
	Experience of securing research funds from external sources or demonstrated potential to do so	Application form, interview and presentation
<b>Aptitude and skills</b>	Ability to employ innovative teaching and training methods	Interview and presentation
	Excellent English Language communication skills (written, oral and presentation)	Application form, interview and presentation
	Competent user of IT including Word, Excel, PowerPoint and learning related technologies to enhance student experience	Interview and presentation
	Excellent organisational capability	Interview
	Ability to work as a member of a team	Interview
<b>Training and Development</b>	Where no advanced teaching qualification is held, willingness to undertake the University's PG Certificate in Professional Practice (PGCPP) within 2 years of appointment	Interview
	A willingness to undertake further training as appropriate	Interview

	Essential	Method of assessment
	and to adopt new procedures as and when required	
<b>Other</b>	Commitment to observing the University's Equal Opportunities policy at all times	Interview
	Ability to attend the University as and when required for scheduled teaching, relevant meetings and student support	Interview

	Desirable	Method of assessment
<b>Education and qualifications</b>	Professional qualification in Marketing (or be working toward this qualification)	Application form
	Membership of a relevant professional body	Application form
	A Postgraduate Certificate in Teaching and Learning in Higher Education, or equivalent qualification	Application form
<b>Experience</b>	Experience of using virtual learning environments e.g. Blackboard / Pebble Pad	Application form and interview
	International and/or intercultural experience	Interview
	Experience in the supervision of Masters and doctoral students	Interview
	Experience of module or programme leadership	Interview

## ▶ Salary & benefits

The minimum period for which initial appointments are made is normally five years, with the possibility of transfer to continuing appointments. The appointment is at either Grade 8 (salary range for this grade is £32,267 - £36,298 per annum) or Grade 9 (salary range for this grade is £37,382 - £44,607 per annum). The level of appointment will be dependent upon the skills and experience of the candidate.

<b>Holiday entitlement</b>	30 days per annum, in addition to 13 days public and university holidays.
<b>Pension</b>	Eligible staff are offered a defined benefit pension with the Universities Superannuation Scheme (USS).
<b>Contribution pay</b>	The University's Performance Development and Reward Scheme provides for salary enhancement for staff who are considered to be performing at an exceptional level on a consistent basis.
<b>Relocation</b>	Newly-appointed staff are required to establish their homes within reasonable daily travelling distance to and from the University. The University operates a relocation scheme to assist newly-appointed staff in meeting this requirement.

Visit our website: [aston.ac.uk/hr](https://aston.ac.uk/hr) for full details of our [salary scales](#) and the [benefits](#) Aston University staff enjoy.

## ► How to apply and the selection process

Please visit our website [aston.ac.uk/jobs](http://aston.ac.uk/jobs) to apply online. If you do not have internet access, call 0121 204 4500 and leave your name and address quoting the job title and reference number.

**Closing date for applications**                      Wednesday 9<sup>th</sup> October 2013

**Interview date**    Friday 1<sup>st</sup> November 2013

Please contact Dr John Rudd (Head of Marketing Group), for an informal discussion about the role.  
Tel: +44(0) 121 204 3218    Email: [j.m.rudd@aston.ac.uk](mailto:j.m.rudd@aston.ac.uk)

For further information on the Group, please see here <http://www1.aston.ac.uk/aston-business-school/research/groups/marketing/>

If you would like information on the progress of your application, advice on any aspect of the appointment process, or a conversation about our terms and conditions of service, please contact:

Manpreet Kaur  
HR Administrator  
+44 (0) 121 204 4590  
[m.kaur10@aston.ac.uk](mailto:m.kaur10@aston.ac.uk)

## ► Outline terms and conditions of the appointment

**Qualifications**    Successful candidates will be required to produce evidence of their qualifications upon joining the University

**Medical examination**                                      It is a condition of appointment that newly-appointed staff receive medical clearance from the University's Health Centre.

**Eligibility to work in the UK**                              Candidates who are not citizens of the United Kingdom, or of another EEA member country, should ensure that they meet the requirements of one of the 5 tiers of the immigration points based system.

Candidates should check their eligibility to enter or remain in the UK in advance of making any job application using the [points-based calculator](#) on the UK Border & Immigration Agency (UKBA) website. If you do not meet the minimum points requirement, you will not be able to work in the UK and any application for employment would be unsuccessful.

**Document checks**    As a result of the implementation of sections 15 to 26 of the Immigration, Asylum and Nationality 2006 Act on 29 February 2008, the University requires all prospective and, in some cases, current employees, to provide documentation to verify their eligibility to work in the UK. Further information about these requirements can be found on the [UK Border Agency website](#).

**Equal opportunities**    Aston University promotes equality and diversity in all aspects of its work. We aim to ensure, through our admissions policies for students, and our staff recruitment and selection processes, that we encourage applications from all groups represented in the wider community at a local, national and international level.



The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against students or potential students, staff or potential staff. This commitment applies to all functions of the University and to any stage of an individual's career at Aston.

An Equal Opportunities Monitoring Form is included with the application form.

#### **Data Protection Act 1998**

Your application will only be used to inform the selection process, unless you are successful, in which case it will form the basis of your personal record with the University which will be stored in manual and/or electronic files. Information in statistical form on present and former employees is given to appropriate outside bodies.

Data you provide on the Equal Opportunities Monitoring Form will be included in a general database, for statistical monitoring purposes, enabling the University to monitor the effectiveness of its Policy, Code of Practice and Guidelines on Equal Opportunities in Employment. Individuals will not be identified by name.

#### **Disclosure and Barring Service (DBS)**

Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the position they are applying for is listed as an exception under the act.

#### **Research start up fund for new academics**

All academic staff joining Aston Business School receive a start-up fund of £3,000 (for Lecturers and Teaching Fellows) and £6,000 (for Senior Lecturers). This fund must be used to cover the cost of any IT equipment required, but any unused money can be put towards research costs.

Alternatively Individuals who have not previously held an academic appointment are eligible for a research start-up fund of £10,000 if laboratory based and £5,000 otherwise (pro rata for part time), in accordance with the rules of the University's scheme. This fund must be spent on research activities and must be used within 18 months of starting the academic appointment at Aston University.

#### **Teaching Qualifications**

It is the normal expectation that all teaching staff who are not able to satisfy the requirements of an advanced teaching qualification (such as the University's PG Certificate in Professional Practice (PGCPP)) on appointment should be able to do so within two years of appointment. This may be extended to four years in exceptional circumstances or where staff hold part-time posts.

Full details of our terms and conditions of service and associated policies and procedures are available online at [www.aston.ac.uk/hr](http://www.aston.ac.uk/hr).

**Aston University**  
**Employable Graduates**  
**Exploitable Research**

Aston University  
Birmingham B4 7ET  
[www.aston.ac.uk](http://www.aston.ac.uk)

