

## Appointment details: Aston Business School Teaching Fellow in Marketing



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

Ref: R130242

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## ▶ 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.

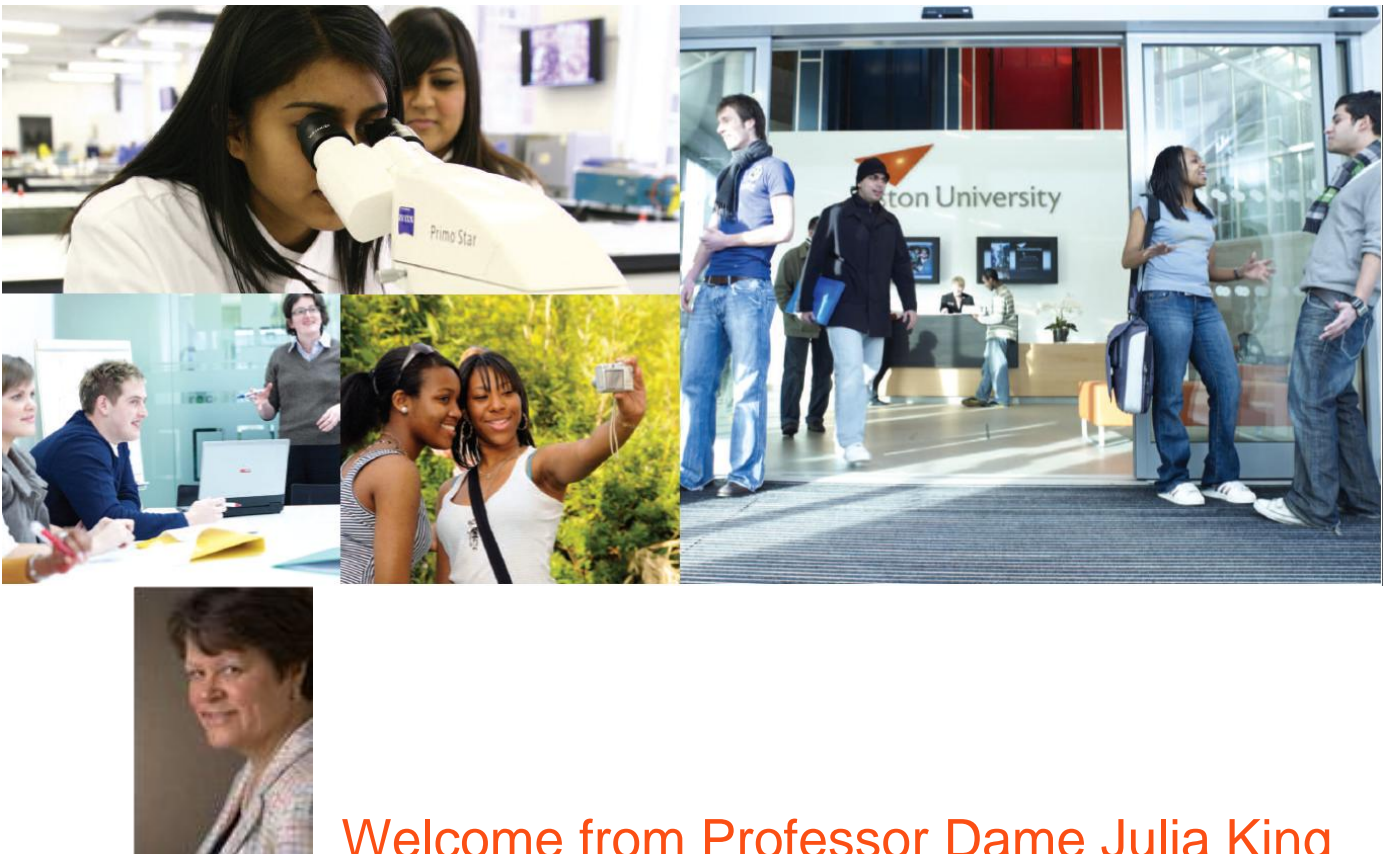
We already 'punch above our weight' and have high, yet realistic, aspirations for 2020 that include:

- ▶ 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

We seek a motivated individual to join the Marketing group who will make a significant contribution to teaching, and teaching practice in Marketing at undergraduate and postgraduate levels.

Applicants for a Teaching Fellow post should possess a good, relevant honours degree, plus a relevant higher qualification, and should have experience in teaching marketing or related business subjects to a high standard (preference with marketing-related teaching).

### **Job Purpose**

To provide an inspirational learning experience, and to contribute to and enhance teaching activities, student experience and employability of all our students, through effective course delivery, innovative practice, setting and marking of assessments, dissertation supervision and effective and timely student feedback.

## Responsibilities

### **Teaching and developing the students' experience**

1. To be responsible for the design, development, delivery and assessment of Marketing modules, within the Marketing Group's undergraduate and / or postgraduate teaching portfolio.
2. To deliver teaching of the highest quality across undergraduate and potentially postgraduate Marketing modules including, but not limited to Marketing Management, Marketing Strategy, Marketing Psychology, Marketing Communications, International Marketing, Retailing and Distribution, e-marketing, Marketing Research / Methods and Services Marketing; and to carry out the associated assessment processes.
3. To provide academic support and advice to students.
4. To use of a range of methods and techniques in teaching, learning, assessment and feedback.
5. To engage in the regular evaluation and development of modules, in terms of content, delivery, assessment and feedback.
6. To supervise undergraduate and postgraduate dissertation projects.
7. Undertake administrative responsibilities pertaining to the courses for which you are responsible such as, examination boards / attendance at accreditation meetings / teaching and learning committees.
8. To develop and influence teaching activities within the Marketing group and throughout the Business School for example, sharing innovation in practice / dissemination of good practice from other university groups.

### **Community Engagement**

1. To develop relationships with appropriate, regional, local and international businesses and relevant external bodies, with a view to enhancing student experience and employability.
2. To assist Marketing Group faculty in developing a network of Marketing professionals to inform programme and curriculum development.

### **Other**

1. 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 Masters degree, or higher qualification, in a relevant subject  | Application form                             |
| <b>Experience</b>                   | Experience of teaching Marketing at undergraduate and postgraduate levels and/or on professional 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               |
|                                     | Supervision of research based, dissertation-style projects  | Application form and interview               |
| <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 and to adopt new procedures as and when required   | Interview                                    |
| <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   | Interview                                    |

|  | Essential | Method of assessment |
|--|-----------|----------------------|
|  | support   |                      |

|                                     | 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 working in / with commercial enterprises  | Interview                      |
|                                     | Successful co-ordination and organisation of events and programmes of activity e.g. training courses, speakers, workshops | Interview                      |
|                                     | Experience of using virtual learning environments e.g. Blackboard / Pebble Pad  | Application form and interview |
|                                     | International and/or intercultural experience   | Interview                      |
| <b>Aptitude and skills</b>          | Knowledge of quality assurance processes and ability to comply with them  | Interview                      |

## ► Salary & benefits

This post is offered on a continuing basis. The appointment is at Grade 8 and the salary range for this grade is £30,424 - £36,298 per annum.

**Holiday entitlement** 30 days per annum, in addition to 13 days public and university holidays.

**Pension** Eligible staff are offered a defined benefit pension with the Universities Superannuation Scheme (USS).

**Contribution pay** 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.

**Relocation** 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](http://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**    Thursday 31<sup>st</sup> October 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.

**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**

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