

Candidate Brief

Reader in Sales and Marketing

Reference: R180234

Salary: £74,261 [Grade 10]

Contract Type: Continuing

Basis: Full-time

Closing Date: 23.59 hours BST on Friday 22 June 2018

Interview Date: To be confirmed

EXCELLENT
DIFFERENT
DISTINCTIVE
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Job description

Job Purpose:

To lead research, scholarship or teaching activities of the School either independently or as part of a team, through professional practice and expertise. In addition, to exploit external links with regional, UK and international bodies such as government agencies, schools, colleges, professional bodies, business and industry as appropriate to the Sales and Marketing discipline and School and/or University strategy.

The majority of academic staff will undertake a balance of research and teaching and learning activities. Whilst ability and effectiveness should be demonstrated in all areas, individuals may be more specifically focussed on research, teaching and learning or external engagement. This balance will be discussed and agreed with individuals annually in the PDR meeting in line with operational needs, School and University strategy and with consideration of the individual's career goals and development plans.

Readers will be recognised as outstanding nationally and known internationally for their expertise appropriate to the Sales and Marketing discipline and with a strong upward trajectory.

Main Duties/Responsibilities:

Research

- ▶ To lead a personal research programme consistent with the School's research priorities.
- ▶ To publish the outcomes of research, with a strong publication record of internationally excellent and leading publications where appropriate to role focus. Where teaching and learning is the main focus, to publish research disseminated in pedagogic or professional practice publications.
- ▶ To have proven track record of securing external funding and leading research projects, people and resources.
- ▶ Where appropriate to School/University strategy and subject discipline, to establish partnership links with external organisations to enhance Aston's research and industry profile.
- ▶ To lead research projects and, dependent on role focus, to mentor junior colleagues in research.
- ▶ To have a successful record of supervision of postgraduate students at Masters and Doctoral levels. To foster an environment which encourages research among students at postgraduate level.
- ▶ To collaborate in research initiatives with colleagues in and beyond the School as appropriate.
- ▶ To conduct research capable of demonstrating impact e.g. research which has the potential to benefit the economy, society, culture, public policy or services, health, the environment or quality of life.
- ▶ Where research is the focus, to mentor peers and colleagues in research as required.

Teaching and Learning

- ▶ To teach students at different levels as appropriate including foundation, undergraduate and postgraduate students, and to carry out the associated examining processes.
- ▶ To lead on teaching and learning and its impact on curriculum development across the Marketing and Strategy Department and the Business School.
- ▶ To provide academic support, pastoral care and advice, guidance and feedback to students in accordance with the School's requirements and procedures.
- ▶ Where teaching is the focus, to mentor peers and colleagues in effective teaching practice.
- ▶ To cooperate with colleagues across disciplines in the continuous review and development of programmes and the curriculum.
- ▶ To use and promote the use of a range of methods and techniques in teaching, learning and assessment including pursuing digital and modern methods of delivery
- ▶ To lead on (depending on role focus) supporting and promoting quality assurance measures within the University e.g. by evaluation and development of modules for which the Academic has responsibility, in terms of content, delivery and assessment as well as reviewing delivered modules, setting and receiving student feedback questionnaires.
- ▶ To innovate in teaching, demonstrate continuous professional development and critical reflective practice

External Engagement

- ▶ To develop and lead on student placement schemes with companies and research institutions both in the UK and overseas.
- ▶ To demonstrate research impact and secure commercialisation, identifying and pursuing opportunities for translational research where appropriate to role and discipline.
- ▶ To establish partnerships for commercialisation including patents, inventions and other exploitable intellectual property as applicable to subject area and/or to lead to improved practice, policy development or professional development.
- ▶ To engage with translational research with a view to external collaboration and establishing partnerships with outputs such as commercialisation, improved practice and policy, receiving support from a mentor where appropriate.
- ▶ To develop research and development collaborations with industry partners to secure additional direct funding as appropriate to role focus and subject discipline.
- ▶ To contribute to businesses, the public sector and communities e.g. through innovation, knowledge transfer, cultural enrichment, advising government bodies, contributing to and influencing government (UK or overseas) policy-making and standards.
- ▶ To enhance the University's reputation with professional/scholarly bodies e.g. by promoting public understanding of the subject.

Citizenship

- ▶ To carry out School and University roles and functions as may be reasonably required (e.g. Associate Dean, Head of Department, Programme Co-ordinator, Personal Tutor, Admissions Tutor, these being equitably distributed across the academic staff.
- ▶ To participate in continuing professional development e.g. through seminars or conferences and by engaging in training programmes run by the University which are consistent with the needs and aspirations of the academic and the School.
- ▶ To take part in and, if required, manage staff seminars, cross-departmental activities and events e.g. Open Days, Sixth Form Conferences, Degree Ceremonies etc.
- ▶ To take part in the meetings and activities of the Academic Department and, on occasion act as chair of one or more of the School committees, these responsibilities being equitably distributed across the academic staff.
- ▶ To demonstrate the University's leadership values through own actions and behaviour.
- ▶ To undertake such other duties as may be reasonably requested and that are commensurate with the nature and grade of the post.

Additional responsibilities

- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities to develop themselves and support the development of others.
- ▶ Ensure and promote the personal health, safety and wellbeing of staff and students.
- ▶ Carry out duties in a way which promotes fairness in all matters and which engenders trust.
- ▶ Promote equality of opportunity and support diversity and inclusion as well as working to support the University's environmental sustainability agenda and practices.

Person specification

	Essential	Method of assessment
Education and qualifications	<p>A good first degree in Marketing/Business or a related discipline</p> <p>A doctorate in a relevant academic discipline.</p> <p>A recognised teaching qualification /membership of the Higher Education Authority (HEA) at Fellow level as a minimum, Senior Fellow if the focus is teaching.</p> <p>Current membership of relevant professional body, if appropriate</p>	Application form
Experience	<p>Experience of teaching and assessment on relevant undergraduate and postgraduate programmes and of professional examining.</p> <p>Track record of innovation in the design and delivery of taught programmes at undergraduate or postgraduate level, where teaching is the focus.</p> <p>Experience of course management at module or programme level.</p> <p>Experience of initiating an independent line of research and in applying for and securing external research funding with a strong ongoing pipeline.</p> <p>A significant track record of publications in high quality international/peer reviewed journals.</p> <p>Experience of PhD supervision through to successful completion.</p>	Application form, interview and presentation
Aptitude and skills	Ability to lead the development and implementation of research strategy and/or teaching.	Interview and presentation

	Essential	Method of assessment
	<p>Ability to lead on the design and development of the curriculum.</p> <p>Highly developed communication and presentation skills to present research findings at national and international conferences.</p> <p>Ability to develop internal and external networks that will raise the profile of the subject/University.</p> <p>Ability to develop and maintain a research programme and to publish in international journals.</p> <p>Ability to harness IT as a research and teaching tool.</p> <p>Ability to provide tutorial and counselling advice to undergraduate and postgraduate students.</p> <p>Ability to take on leadership role at academic department/School/University level.</p> <p>A willingness to undertake further training as appropriate and to adopt new procedures as and when required.</p>	

	Desirable	Method of assessment
Education and qualifications	<p>Membership of a relevant professional body.</p> <p>A Postgraduate Certificate in Professional Practice (PGCPP), or equivalent qualification.</p>	Application form
Experience	Experienced in the design and development of online programmes and/or modules	Application form, interview and presentation
Aptitude and skills	Ability to lead the development of Sales related programmes/modules	Interview and presentation

How to apply

You can apply for this role online via our website www.aston.ac.uk/jobs. Applications should be submitted by 23.59pm on the advertised closing date. All applicants must complete an application form, along with your CV.

Any CV sent direct to the Recruitment Team and Recruiting Manager will not be accepted. If you require a manual application form then please contact the Recruitment Team via recruitment@aston.ac.uk.

Contact Information

Enquiries about the vacancy:

Name: Wendy Tabrizi
Job Title: Head of Marketing and Strategy Department
Tel: +44 (0)121 204 3794
Email: w.tabrizi@aston.ac.uk

Enquiries about the application process, shortlisting or interviews:

Recruitment Team via recruitment@aston.ac.uk or 0121 204 4500.

Additional Information

Visit our website www.aston.ac.uk/hr for full details of our salary scales and benefits
Aston University staff enjoy

Salary Scales: <http://www.aston.ac.uk/staff/hr/payroll-pensions-and-benefits/salary-scales/>

Benefits: <http://www.aston.ac.uk/staff/hr/payroll-pensions-and-benefits/>

Working in Birmingham: <http://www.aston.ac.uk/birmingham/city-living/>

Employment of Ex-Offenders: Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the positions they applying for is listed an exception under the act.

Eligibility to work in the UK: Candidates who are not citizens of the United Kingdom, or another EEA member country, should check their eligibility to enter or remain the UK in advance of making any job application via the UKVI website <https://www.gov.uk/browse/visas-immigration/work-visas>. Before applying you should ensure that you meet the requirements, including meeting the English language

standards. If you do not meet the eligibility criteria, any application for a work visa would be unsuccessful

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 student 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.

An Equal Opportunities Monitoring Form is included within 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, Codes of Practice and Guidelines on Equal Opportunities in Employment. Individuals will not be identified by name.



Full details of our terms and conditions of service and associated policies and procedures are available online at www.aston.ac.uk/hr