



UNIVERSITY of
BRADFORD

Professor in Marketing

Grade 11



Job Description and Person Specification

Job Title:	Professor in Marketing
Grade:	11
Vacancy Reference:	
Faculty / Directorate:	Faculty of Management, Law and Social Sciences
Service / Department:	School of Management
Reports to:	Faculty Dean through the Dean of the School of Management
Responsible for:	
Special Requirements:	

Main Purpose

- To make a scholarly contribution to research, teaching and knowledge exchange in marketing relevant to the University strategy and the sub-strategies of Research & Innovation Strategy and Learning, Teaching & Student Experience Strategy;
- To disseminate knowledge through teaching students from diverse entry pathways and contribute to the teaching and supervision requirements of the Faculty;
- To be collegiate and support the co-creation of knowledge through fundamental and applied research with the aim of enhancing research opportunities and contributing to a positive student experience;
- To maintain a research record with publications in 3* CABS or equivalent rated journals and/or internationally impactful publications;
- To demonstrate grant activity and/or commercial income;
- To support the pursuit of distinctiveness and competitive advantage through embedding the University Strategic objectives;
- To keep up to date with developments in subject area, developing relevant skills and keep abreast of University and sector wide policies, procedures and regulations.

Main Duties and Responsibilities

Research

1. Lead multi-disciplinary, high profile research via the School's Academic Departments.
2. Enhance the School's Academic Department's reputation and impact to ensure a vibrant research environment.

3. Disseminate and communicate research including publication of 3* and/or 4* outputs in the highest quality journals.
4. Provide a stimulating and inclusive research environment to support the successful graduation of doctoral students.
5. Contribute as an Independent Chair and internal and/or external examiner.
6. Generate grant and contract income to support the University's research and impact.
7. Play a significant role in regional, national and international networks and partnerships to support the University's research and impact.
8. Engage with public policy-makers, charities, commerce and industry to shape and inform the research landscape.
9. Contribute/lead the development of Impact Case Studies.

Teaching

10. Plan, deliver and assess innovative, engaging and challenging teaching activities which provide a distinctive and exceptional student experience.
11. Ensure teaching within the Department is research-led with subject content underpinned by relevant specialist research.
12. Lead the design and development of an inclusive, accessible and research-informed teaching curriculum and supportive learning activities.
13. Evaluate modules and programmes, and manage projects at undergraduate and postgraduate levels.
14. Lead contributions to accreditation standards as required including compliance activities or membership of re-accreditation groups.
15. Lead the enhancement of and innovation in programmes, assessment and feedback including distance/blended learning.
16. Ensure curriculum design and/or delivery incorporates relevant technology enhanced learning appropriate to the subject discipline.
17. Utilise appropriate assessment methods and approaches and provide quality, personalised and timely feedback.
18. Ensure the Department has appropriate plans in place to identify, promote, administer and grow placement activities.
19. Ensure strong collaboration within the Department to ensure high levels of student satisfaction and quality outcomes.
20. Undertake the role of Personal Academic Tutor (PAT) in accordance with the University's PAT role descriptor.

Knowledge Exchange and Business & Community Engagement

21. Create and respond to opportunities to develop and successfully deliver executive education, CPD or training.
22. Lead submissions to accreditation bodies as required, including demonstration of compliance standards and co-ordination of re-accreditation groups.

Generic

23. Lead or make a significant contribution to Widening Participation or public engagement activities within the Faculty, wider University or local community.
24. Keep up to date with developments in subject area, developing relevant skills and keep abreast of University and sector wide policies, procedures and regulations.
25. Maintain appropriate professional accreditation(s) including updating professional practice and personal development needs relevant to the Faculty and/or University.
26. Meet PDR objectives and maintain a personal development plan utilising the Performance Development Review Scheme.
27. Provide Programme (PL) or Module Leadership (ML) in accordance with the University's PL and ML role descriptors.
28. Undertake an appropriate leadership role within the Faculty, as required.
29. Contribute to the working life of the Faculty and University and wider academic community including, graduation, open days, applicant experience days, clearing and the staff recruitment and selection process.
30. Ensure the Department is contributing to the financial sustainability of the Faculty and wider University including identifying efficiencies, optimising resources and making savings.
31. Contribute to student recruitment (nationally and internationally) including conversion, clearing activities and induction.
32. Contribute to strategic and operational planning within the Faculty and wider University level and University ambitions including Athena SWAN and other external standards.
33. Provide coaching and mentoring for colleagues including those in their probation and transitioning to new roles.
34. Provide leadership and management for a Department.
35. Demonstrate commitment to integrating and embedding equality, diversity and inclusion into core research and teaching practices to support the EDI Strategy.

University of Bradford

Values

We will be an organisation that embodies our values in everything we do. These values are:

- **Excellence** is at the heart of everything we do
- **Trust** is the foundation of our relationships, underpinned by integrity in everything we do
- We give invention light and celebrate creativity and **innovation**
- **Inclusion** - diversity is a source of strength and must be understood, valued, supported and leveraged

Embedding these values across the University will shape our culture and drive our performance.

It is the responsibility of every employee to uphold the University values.

Equality, Diversity and Inclusion (EDI)

The University of Bradford is widely recognised as an Equality, Diversity and Inclusion (EDI) leading institution. Our EDI vision is to bring about, and be recognised as an exemplar of transformational diversity, inclusion and social mobility and emphasise the critical role of leadership in embedding intersectional EDI in order to make our diversity count and deliver impact.

It is the responsibility of every employee to act in ways that support equality, diversity and inclusivity and to work within the spirit and detail of the law, including the Equality Act 2010 and the Human Rights Act 1998.

The University provides a range of services and employment opportunities for a diverse population. Employees will treat all students and colleagues with dignity and respect irrespective of their background.

Employees are responsible for ensuring the University develops a culture that promotes equality, values diversity, and supports inclusivity. This responsibility includes services and functions the University provides and commissions, to students, colleagues, partners in other organisations, visitors and members of the public.

Training

Employees must complete any training that is identified as mandatory to their role. Training should be accessed locally by agreement with line managers and through the University's People and Organisational Development Service. Mandatory training must be completed on commencement of the role, without delay.

Health, Safety and Wellbeing

Health and Safety is a partnership between employee and employer each having responsibilities, as such all employees of the University have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. It is also the responsibility of all employees, that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

All employees have a duty to report any practice that you consider compromises standards of health and safety and risk. The Code of Practice on Public Interest Disclosure (Whistleblowing) details the process and advises on the protection from unfair treatment for an individual who raises such concerns.

Employees are required to co-operate with management to enable the University to meet its own legal duties and to report any circumstances that may compromise the health, safety and welfare of those affected by the University's undertakings.

Managers should note they have a duty of care towards any staff they manage; academic staff also have a duty of care towards students. As part of this you will need to ensure you are familiar with any relevant Health and Safety policies and procedures; seeking advice from the Central University Health and Safety team as appropriate.

Information Governance

Employees have a responsibility for the information and records (including student, health, financial and administrative records) that are gathered or used as part of their work undertaken for the University. This may be in paper, electronic or other formats. An employee must consult their manager if they have any doubts about the appropriate handling of the information and records with which they work.

This means that employees are required to uphold the confidentiality of all data, information and records and to ensure they are recorded to appropriate data standards and to the relevant electronic system or manual filing system in order to maintain their accessibility and integrity.

To support these requirements all employees must adhere to data protection legislation and the University's policies and procedures in relation to information governance and information security at all times.

Additionally, employees will be required, when and where appropriate to the role, to comply with the processing of requests under the Freedom of Information Act 2000.

All employees will be given the necessary training to enable them to adhere to these requirements.

Criminal Record Disclosures and Working with Vulnerable Groups

Depending on the defined nature of your work and specialist area of expertise, your role may be exempt from the provisions normally afforded to individuals under the Rehabilitation of Offenders Act 1974. In these circumstances, the University may obtain a standard or enhanced disclosure through the Disclosure and Barring Service (DBS) under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended) and, in certain circumstances, the Police Act 1997.

Suitable applicants will not be refused positions because of criminal record information or other information declared, where it has no bearing on the role (for which you are applying) and no risks have been identified against the duties you would be expected to perform as part of that role.

During the course of your employment, you must notify your line manager if you are charged with a criminal offence (excluding motoring fixed-penalty convictions). Failure to notify the University of a criminal conviction could lead to withdrawal of a job offer where employment has not commenced, or disciplinary action for employees in post. All employees of the University who have contact with children, vulnerable adults, service users and their families must familiarise themselves, be aware of their responsibilities and adhere to the University's policy and procedures and the Safeguarding Vulnerable Groups Act 2006. Where appropriate, employees will be given the necessary training to enable them to adhere to these requirements.

University Policies and Procedures

The University operates a range of policies, procedures and formal guidance (available on the University intranet and ServiceNow). All employees must observe and adhere to the provisions outlined in these documents.

Post Specification

Professor in Marketing

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • PhD (or equivalent) in a relevant subject area • Honours degree (or equivalent in a relevant subject area OR honours degree in an unrelated subject with a higher degree and/or professional qualification in an appropriate area 	<ul style="list-style-type: none"> • Member of HEA or commitment to achieving appropriate level of membership (desirable criteria) • A registered professional (as applicable) • A level of English equivalent to level C1 on the Common European Framework of Reference (CEFR)
Experience, Skills and Knowledge	<ul style="list-style-type: none"> • Significant experience of teaching and facilitating/supporting learning in Marketing in HE at undergraduate and postgraduate taught and postgraduate research level leading to successful student outcomes. • Experience of leading the design, development and effective delivery of innovative programmes. Implementing and evaluating educational activities at under and post graduate levels including postgraduate taught and postgraduate research levels. • Evidence of incorporating contemporary technologies to enhance learning and optimise attainment for all students. • Evidence of designing and implementing approaches to assessment that inspire and engage students, promote learning and enhance self-regulation. • Evidence of programme leadership and enhancement 	<ul style="list-style-type: none"> • Excellent written and oral communication skills with ability to communicate complex information effectively to mixed groups with diverse levels of understanding. • Evidence of effective interpersonal skills • Ability to manage an administrative workload managing own time to achieve strict and often conflicting deadlines. • Ability to contribute to institution wide initiatives/developments, including the contribution of business cases to progress initiatives of strategic importance to the University.

	Essential	Desirable
	<ul style="list-style-type: none"> • Experience of managing a wide range of student pedagogical and welfare issues including those pertaining to postgraduate research students, (including personal tutoring). • Track record of effective research project supervision at undergraduate and postgraduate level, and attracting, retaining and supervising doctoral student projects to completion • Possess a distinguished record of academic achievement in the field of Marketing at 3* and/or 4* including a substantive record of research papers recognised for their originality, citation and rigour and published in relevant international high impact peer-reviewed journals. • Evidence of significant esteem • Experience of leading as Co or Principal Investigator the application of external research funding • Experience of leading, as Principal Investigator and managing research projects that have delivered on time and to budget • Evidence of contributing to the development of early career researchers • Experience of leading, managing and motivating diverse academic teams including managing change, performance, setting challenging targets and monitoring achievement • Use expert knowledge and experience to actively represent and enhance the interest, reputation and prestige of the University and own academic discipline in both its academic and professional dimensions, and identify and exploit 	

	Essential	Desirable
	<p>opportunities to enhance the University's reputation.</p> <ul style="list-style-type: none">• Evidence of exercising leadership in teaching/research and to play an active role in matters relating to teaching quality assurance and subject review and accreditation.• Evidence of resolving complex education and/or research related problems, using initiative and creativity whilst ensuring compliance with appropriate regulations and policies.• Evidence of strategic leadership	