Lecturer in International Marketing
The York Management School

Closing date: 27 August 2018
Interview date: To be confirmed
Vacancy reference: 6894
INTRODUCTION

The York Management School offers research-led, quality teaching, based on influential scholarship, international profile and strong links with business to develop entrepreneurial and highly employable graduates. Since its creation in 2006, the school has built a reputation for high quality research in all areas of business and management research.

As part of its continued plans for strategic interdisciplinary expansion the School has two degrees: an MSc Global Marketing, and a BSc Marketing. It is now seeking to expand its expertise in Global Marketing or closely related disciplines, through the appointment of a new lecturer in International Marketing.

Professional accreditation for the MSc Global Marketing and BSc Marketing has been obtained from the Chartered Institute of Marketing. The first students for the BSc Marketing arrived in September 2016.

This is an exciting time to join the York Management School and play a role in further developing the recently launched postgraduate and undergraduate programmes.

Professor Mark Freeman
Dean of The York Management School
Main purpose of the role

- To develop research objectives, projects and proposals and carry out individual or collaborative research projects
- To lead on and/or contribute to the production of research outputs and research outcomes
- To design, develop and deliver teaching across a wide range of modules and/or within a particular programme or subject area
- To undertake effectively a range of administrative and managerial responsibilities

Key responsibilities

(Role holders will be required to undertake some or all of the duties below)

Research and Scholarship

- To develop and promote the research activities of the department by developing a personal research plan independently and/or in collaboration with others as part of a larger research team
- To plan, manage and undertake research activities in accordance with a specific project plan, and to manage and guide the work of staff and research students on their own specialist area
- To develop innovative research proposals, identify and obtain external sources of funding
- To publish original research in appropriate journals or other relevant media as appropriate and attend international conferences for the purpose of disseminating research results or for personal development

Teaching and Promotion of Learning

- To develop innovative teaching materials, techniques and module design and take responsibility for the quality of the provision
- To plan, deliver and critically review a range of teaching and assessment activities
- To undertake academic supervision of students (including research students) and act as a research supervisor within own specialist subject area
- To set and mark practical sessions, supervisions, fieldwork and examinations and provide constructive feedback to students
- To identify areas where current teaching provision is in need of revision or improvement and propose and implement improvements

Management and Administration

- To undertake the duties of a Programme Director and Module Co-ordinator and be responsible for the design, development and management of departmental teaching modules
- To contribute to the recruitment and selection of research and teaching staff
- To contribute to the administration and management of the department
- To advise, supervise and give guidance to other departmental staff as appropriate
- To develop and build internal and external contacts
# PERSON SPECIFICATION

## Qualifications

<table>
<thead>
<tr>
<th>Qualifications</th>
<th>Essential/Desirable</th>
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<tbody>
<tr>
<td>PhD in Marketing, International Business or a related discipline completed or be demonstrably close to completion</td>
<td>Essential</td>
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<tr>
<td>Appropriate academic professional and teaching qualifications or a willingness to complete the Postgraduate Certificate in Academic Practice (available through the University of York)</td>
<td>Essential</td>
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<tr>
<td>Achievements in scholarship and research that will enable you to rapidly establish a national and international reputation in research and scholarship</td>
<td>Essential</td>
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<td>Membership of professional societies</td>
<td>Desirable</td>
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## Knowledge

<table>
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<tr>
<th>Knowledge</th>
<th>Essential/Desirable</th>
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<tr>
<td>Specialist knowledge in subject area of international marketing</td>
<td>Essential</td>
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<tr>
<td>Knowledge of a range of research techniques and methodologies</td>
<td>Essential</td>
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<tr>
<td>Knowledge of a range of teaching techniques to enthuse and engage students</td>
<td>Essential</td>
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<td>Appropriate level of specialist IT knowledge</td>
<td>Essential</td>
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<tr>
<td>Research expertise in an area that will complement and enhance the department's research strategy and goals</td>
<td>Essential</td>
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<tr>
<td>Knowledge and interest in the areas of international marketing strategy and cross-cultural marketing and negotiation</td>
<td>Desirable</td>
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## Skills, abilities and competencies

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<th>Essential/Desirable</th>
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<tr>
<td>Ability to consistently publish academic work that is internationally recognised for its excellence</td>
<td>Essential</td>
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<td>Ability to publish both within Management and on a more interdisciplinary basis</td>
<td>Essential</td>
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<td>Ability to develop research objectives, projects and proposals</td>
<td>Essential</td>
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<td>Well-developed analytical skills</td>
<td>Essential</td>
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<td>Highly developed oral and written communication skills, including ability to write and/or contribute to publications and/or to disseminate research findings using other appropriate media</td>
<td>Essential</td>
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<td>Ability to deliver presentations at conferences or exhibit work at other appropriate events internally and externally</td>
<td>Essential</td>
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<td>Ability to extend, transform, and apply knowledge from scholarship</td>
<td>Essential</td>
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<td>Ability to design teaching material and deliver either across a range of modules or within the relevant subject area</td>
<td>Essential</td>
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<td>Ability to undertake academic administrative roles in the School</td>
<td>Essential</td>
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<td>Ability to supervise the work of others, for example in research teams or projects or as an MSc, PhD or postdoctoral supervisor</td>
<td>Essential</td>
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<td>Excellent IT skills</td>
<td>Essential</td>
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<td>Ability to engage with external stakeholders</td>
<td>Desirable</td>
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## PERSON SPECIFICATION

### Experience

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<th>Proven ability to contribute to high quality research which is publicly evidenced</th>
<th>Essential</th>
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<tr>
<td>Experience of taking responsibility for teaching and learning at undergraduate and ideally postgraduate level</td>
<td>Desirable</td>
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<td>Evidence of dissemination of research findings which may include: the presentation of papers at conferences and workshops; participation in public engagement events to disseminate research; the publishing of chapters in textbooks; the publishing of papers; articles or reviews in academic journals or elsewhere; the construction of websites</td>
<td>Essential</td>
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<td>Professional knowledge and experience of the business world</td>
<td>Desirable</td>
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### Personal attributes

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<th>Show attention to detail and commitment to high quality</th>
<th>Essential</th>
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<td>Display creativity, initiative and judgement in applying appropriate approaches to teaching, learning support and scholarly activities</td>
<td>Essential</td>
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<tr>
<td>Positive attitude to colleagues and students</td>
<td>Essential</td>
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<td>Willingness to work proactively with colleagues in other work areas/institutions</td>
<td>Essential</td>
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<td>Ability to plan and prioritise own work in order to meet deadlines</td>
<td>Essential</td>
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<td>Commitment to personal development and updating of knowledge and skills</td>
<td>Essential</td>
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<td>Collaborative ethos</td>
<td>Essential</td>
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<td>Show commitment to the department/university outside of their chosen field, for example undertaking management and administration duties</td>
<td>Essential</td>
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Since its inception in 2006, the York Management School has grown rapidly, and this appointment is part of wider plans for further expansion. The school positions itself within the 1963 founding principles of the University of York which are excellence, equality and opportunity for all. To achieve this, the school emphasises ethical and sustainable approaches to management and an appreciation of the benefits of diversity.

We are a research intensive school with a strong and improving track record. The University of York was ranked 14th overall in the UK Research Excellence Framework (REF) 2014. The proportion of our research of world-leading 4* status was among the highest of any UK University and York was rated tenth out of 122 higher education institutions for the impact of our research. TYMS achieved an overall GPA of 2.87 in the REF 2014 and 50% of our impact was ranked as 4*.

Colleagues in the school successfully bid for approximately £4m of RCUK funding as Principal Investigators in 2016, and a number of our faculty have established records of publishing in CABS 4-ranked journals.

The School's objective is to produce distinctive, challenging, high quality, policy and practice-relevant research and scholarship embedded within relevant theory. We particularly value interdisciplinary research and there is considerable research activity involving staff from a variety of subject groups and other departments in the university. Such activity takes place both at teaching subject level and as part of our research centres and clusters. These include the Centre of the Evolution of Global Business and Institutions, the Centre for the Study of Working Lives, the Management and Organization History Research Cluster, and the Corruption Network Cluster. Our colleagues also actively engage in cross-campus initiatives such as the York Environmental Sustainability Institute.

The School currently has approximately 53 doctoral students, some of whom are employed as Graduate Teaching Assistants. The PhD programme is recognised by the ESRC for Research Training. It is an active member of doctoral training networks in the north of England and in particular is a member of the White Rose consortium that includes the Universities of York, Leeds and Sheffield.

There are over 1250 students in the School with circa 800 undergraduates studying on three and four year degrees and 450 taught postgraduates studying on our one year masters programmes. The School runs teaching programmes at undergraduate, postgraduate and doctoral level. There are undergraduate degrees in; Accounting, Business Finance and Management, Management, Actuarial Science and Marketing.
THE DEPARTMENT

The Masters Programme has taught degrees in Global Marketing, Accounting and Financial Management, Management, Management with Business Finance, Human Resource Management, and International Business and Strategy. There are also plans to launch a number of new Masters programmes in the next few years while Joint Masters degrees are run with the University’s departments of Sociology, Politics and Environment. We have high levels of student satisfaction at both Undergraduate and Postgraduate levels and we highly value our friendly and student-oriented approach with increasing focus on placements and employability.

We place considerable emphasis on helping our staff to develop their teaching and research expertise, and staff have access to extensive training and development opportunities. Annually, academics are allocated a Personal Research Allowance to assist with research and conference attendance. There is the opportunity for study leave, awarded periodically, on the basis of agreed research plans and available resources. The School is currently housed in the new award winning Campus East development and will be moving to a larger new building in the heart of our campus in 2019 to accommodate its growth plans.

The Group

You will be a member of the Marketing Group (https://www.york.ac.uk/management/subject_groups/marketing/).

The group is focused on delivering international excellence in research that underpins teaching and learning of the highest calibre for undergraduate, postgraduate taught and research students. The research of the Marketing group has an emphasis on inter-disciplinary approaches, combining marketing studies with global business, business history, ethics and sustainability, social enterprise, and entrepreneurship studies. The current research areas of the Marketing group members include global marketing strategy, social and ethical marketing, brands and branding strategies, services marketing, marketing knowledge, distribution networks, the use of trademarks in studies on the long-term evolution of industries, growth and survival of multinationals, internationalization of firms, the changing nature of value and competitive resources, sustainable business, fair trade, consumer behaviour and social enterprises. Work by the group is published in a range of high-impact journals. The group is seeking someone who is willing to collaborate on research projects, grant bids and in creating research with impact. Such collaboration may also be with other colleagues in the university. The successful candidates will become members of the Centre for Evolution of Global Business and Institutions (CEGBI) (http://www.york.ac.uk/management/centres/cegbi/).

The Marketing group is comprised of 11 academic staff and is very proud of its reputation for high-quality teaching and for the dedicated personal attention it pays to student needs. You
THE DEPARTMENT will have the ability to deliver excellent teaching in a demanding business and management education environment at undergraduate and postgraduate level. The group currently offers the MSc Global Marketing and BSc Marketing degrees, teaching a wide range of marketing and marketing related modules. The group also contributes to the rest of the School’s degree portfolio. You will also participate in the supervision of masters and doctoral students, and in the wider administration of teaching, learning and research.

The new Lecturer will also be expected to play a leading role in the further development of the teaching and research strengths of the Group in particular in International Marketing. Outside of the Group you will be asked to contribute to the management of teaching, learning, research and external engagement and to contribute to the fulfilment of the School’s and University’s strategic and operational objectives.
THE UNIVERSITY

Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2018 it is the home of more than 17,000 students across more than 30 academic departments and research centres. Since opening over fifty years ago, we have become one of the world's leading universities and a member of the prestigious Russell Group.

We are consistently recognised as one of the leading Higher Education Institutes and are ranked 16th in the Times & Sunday Times league table (2017). The University of York has won six Times Higher Education (THE) Awards and five Queen's Anniversary Prizes.

The University is proud of its association with Athena SWAN, holding 12 awards in support of gender equality, representation and success for all, with gold awards for Chemistry and Biology and a University-wide bronze award.

Of 154 universities that took part in the Research Excellence Framework (REF) in 2014, The University of York ranked 14th overall and 10th for the impact of our research. The University is consistently in the top ten UK research universities and attracts over £60m a year of funding from research alone.

Our vision is to make the University of York a world leader in the creation of knowledge through fundamental and applied research, the sharing of knowledge by teaching students from varied backgrounds and the application of knowledge for the health, prosperity and well-being of people and society.
Attractive workplace

Centred around the picturesque village of Heslington on the edge of the city of York, our colleges are set in an attractive landscaped campus. York enjoys a safe, friendly atmosphere with facilities including bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal since 2000. We have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion. Our investment in new colleges, teaching and learning spaces, laboratories, research facilities and a new sports village mean there has never been a better time to join us.

During this period of change we've worked hard to retain our friendly, informal and collegiate atmosphere, which is important to our core values of inclusivity and interdisciplinarity.

We have a thriving international community and are committed to providing staff moving to York with as much support as possible through our Relocation Package and Welcome Officers.

The University is committed to promoting a diverse and inclusive community - a place where we can all be ourselves and succeed on merit. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff engagement forums, campus facilities and services to support staff from different backgrounds.

For further information please visit our employee benefit pages.
THE CITY AND THE REGION

The City of York

Internationally acclaimed for its rich heritage and historic architecture, York’s bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford’s Tower and the Shambles - just a few of the many attractions.

But York isn’t just a great place to visit - it’s also a great place to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.

Visit www.visityork.org for more information on the city of York

Shopping, culture and entertainment

York boasts specialist and unique boutiques but also all the high street stores on its busy shopping streets. Alongside them you will find cinemas, theatres, an opera house, art galleries, a vast range of restaurants, live music venues and clubs. York is particularly renowned for its multitude of pubs and bars, from the modern to the medieval.

Housing and schools

Whether you choose to live close to the city, in one of the surrounding villages or further afield, you will find a wide range of housing within comfortable distance of York and the University. For families, the area has a range of excellent schools both in the state and independent sector.

Great location

York is one of Britain’s best-connected cities. Halfway between London and Edinburgh on the East Coast mainline, on intercity trains you can reach London King’s Cross in less than two hours and Edinburgh in two and a half hours. York is also well served by road links, and it is easily accessible from the A1, M1 and the M62.

For those travelling from overseas, Manchester Airport is two hours away and Heathrow Airport just three and a half. Flights from nearby Leeds Bradford Airport provide easy access to mainland Europe. By Eurostar from London St Pancras, Paris is just over six hours away.

Yorkshire

The Lonely Planet guide recently declared Yorkshire the third best region in the world to visit. There is something to cater to every taste, whether it be the rugged landscapes of the Moors or the Dales, the picturesque seaside towns of Scarborough and Robin Hoods Bay, the gothic architecture of Whitby or the vibrancy of cosmopolitan Leeds.
Apply online
- Go to https://jobs.york.ac.uk
- Find this job using reference 6894
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 27 August 2018

What will I need?
You will need to upload:
- your CV
- a letter describing how you meet the requirements of the job

You will also need details of 3 referees.

Help and assistance
If you have any questions about your application, contact the HR Services team:
recruitment@york.ac.uk
+44 (0)1904 324835