Job Related Information

This document includes information about the role for which you are applying and the information you will need to provide with your application.

1. Role Details

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<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Vacancy reference</td>
<td>13740</td>
</tr>
<tr>
<td>Job title</td>
<td>Lecturer in Marketing</td>
</tr>
<tr>
<td>Reports to</td>
<td>Head of Department for Strategy and Marketing</td>
</tr>
<tr>
<td>Salary</td>
<td>£39,324 to £46,924 (depending on qualifications and experience)</td>
</tr>
<tr>
<td>Terms and conditions</td>
<td>Academic</td>
</tr>
<tr>
<td>Grade</td>
<td>AC3</td>
</tr>
<tr>
<td>Duration of post</td>
<td>Permanent</td>
</tr>
<tr>
<td>Working hours</td>
<td>Full-time</td>
</tr>
<tr>
<td>Location</td>
<td>Walton Hall, Milton Keynes</td>
</tr>
<tr>
<td>Closing date</td>
<td>Midday on Friday, 21 July 2017</td>
</tr>
<tr>
<td>Type of application form accepted</td>
<td>Electronic (Application Form, CV and Covering Letter)</td>
</tr>
<tr>
<td>Number of referees required</td>
<td>Three</td>
</tr>
<tr>
<td>Unit recruitment contact</td>
<td><a href="mailto:fbl-recruitment@open.ac.uk">fbl-recruitment@open.ac.uk</a></td>
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</tbody>
</table>
2. Summary of duties

The successful candidate will be expected to make a significant contribution to the teaching of marketing within the Department for Strategy and Marketing. Candidates will demonstrate an interest in innovative approaches to teaching and have an appreciation of distance learning approaches. An international outlook, interdisciplinary approach and enthusiasm for e-learning and practice-based learning are also important to the School’s approach to business and management education.

The successful candidate’s research agenda is likely to exhibit some congruence with the research interests of current members of the Department of Strategy and Marketing. These include:

- Services marketing
- Social marketing
- Branding
- Digital marketing
- Big Data
- Marketing practice
- Marketing ethics
- Consumer behaviour

With regard to teaching, the successful candidate can expect to contribute to the development of materials for undergraduate, postgraduate, and continuing professional learning and development (CPLD) modules in marketing, as well as to interdisciplinary modules on a range of qualifications as required.

You will have international research expertise within the field of marketing or strategic management and a strong track record in publications and bidding successfully for external funding. You will be skilled in communicating and engaging effectively with practitioner and academic communities and have proven experience of external engagement. You will have successfully supervised doctoral students to completion and there will be the opportunity, as appropriate, to supervise full-time masters and doctoral candidates based in Milton Keynes.

The Open University Business School differentiates itself though a distinctive practice-based pedagogy, placing the student’s experience at the heart of learning. Our learning materials exploit a wide variety of media – including print, web, audio-visual and face-to-face, facilitated by a network of over 750 part-time Associate Lecturer (AL) colleagues. We are therefore seeking to appoint a new colleague with outstanding team-working skills, creativity and initiative, as well as excellent specialist subject knowledge who is willing and able to contribute to our undergraduate and postgraduate teaching programmes.

Duties will include working with colleagues to:

1. Contribute to existing learning and assessment in interdisciplinary and/or specialist modules, including Examination and Assessment Board membership.
2. Develop or update teaching materials for new or existing modules.
3. Contribute to monitoring of the quality of tuition, assessment and online student support.
4. Contribute to the general academic and professional life of the Faculty and wider University.
5. Tutor at face-to-face residential schools or their online equivalents, or other forms of direct student contact, for at least ten days per year.
6. Undertake research and publication relevant to Faculty and University research, scholarship and enterprise strategies.

The post is based at Walton Hall in Milton Keynes.
3. Person specification

### Education, qualifications and training

**Essential:**
- A PhD in marketing or a related area.

### Knowledge, work and other relevant experience

**Essential:**
- Experience of design, development and delivery of marketing courses in higher education;
- Knowledge of recent developments in marketing;
- An interest in innovative approaches to pedagogy;
- The potential to publish in high quality journals.

**Desirable:**
- Experience of internet-based teaching and virtual learning environments;
- International experience: teaching, managing or researching.

### Personal abilities and qualities

**Essential:**
- Computer literacy and ICT competence;
- Able to work with others as a member of a team but also capable of taking responsibility and working independently;
- Effective presentation skills;
- Excellent writing skills (e.g. in published papers) indicating the potential to write high quality learning materials;
- Understanding of the principles and practice of educational design and course development.

### Additional requirements/Special circumstances

**Essential:**
- A commitment to, and understanding of, equal opportunities;
- A commitment to distance teaching and the need for supporting students from a wide range of backgrounds.

4. Role specific requirements e.g. Shift working

Ability to travel throughout the UK and internationally.
Willingness to work occasional evenings and weekends.

5. About the unit/department

Faculty of Business and Law

The Faculty of Business and Law has a strong reputation as a high-quality and innovative provider of management and legal education. It brings together two schools – The Open University Business School and The Open University Law School. Each year around 36,000 students enrol on the Faculty’s business, management and law programmes.

The Faculty received a rating of ‘excellent’ for teaching quality in the most recent HEFCE Teaching Quality Assessment. The Faculty scores very highly in the NSS student survey for student satisfaction.

The Faculty has over 200 internal staff including around 80 central academics, 40 regional academics, 55 academic-related staff and 30 administrative support staff. Additionally, there are over 500 Associate Lecturers (tutors).

The Open University Business School

The Open University Business School (OUBS) is accredited by AACSB, EQUIS and AMBA, one of only sixty business schools worldwide to have the quality of its teaching recognised in this way. Sixty percent of OUBS students study in the UK, the rest study across more than 100 other countries, through a network of successful European and international partnerships.

The REF 2014 results saw OUBS achieve an overall ranking of joint 34th out of 101 schools by grade point average. Impact was a significant part of the assessment and here OUBS performed at the very highest eves (50% 4* and 50% 3*) resulting in the School being ranked 16th (out of 101). This reflects the practice based nature of what we research as well as its inherent quality as perceived by the panel. Research within the Business School combines intellectual rigour and innovation with practical relevance. Its academics have substantial experience working jointly with business organisations and directing their findings to influence management practice. There is an active PhD programme with around 30 PhD students. Since first entering the Research Assessment Exercise (RAE) in 1996, OUBS has increased its research capability significantly, with external awards from Economic and Social Research Council, Engineering and Physical Science Research Council, Design Council, European Union, the private sector and internal sources.

The School has four departments through which academic staff are managed:

- Department for Accounting and Finance
- Department for People and Organisations
- Department for Public Leadership and Social Enterprise
- Department for Strategy and Marketing

Departments provide curriculum leadership and contribute to research which takes place both within and across department boundaries. Department teams include academics, visiting experts, specialist research staff and post graduate students. The result is a dynamic collaborative approach to business research and programme development that is engaged with the real needs of international business, industry and government.

Since 1991 more than 25,400 students have successfully completed their MBA and joined one of the three largest alumni associations for MBA graduates outside the United States.
The School also offers a range of programmes in undergraduate business and management. The School also has an Executive Education programme and has a strong link with business and not-for-profit organisations. A long standing partnership with the BBC and a massive presence in the provision of free online learning means that The Open University has a remarkable and unique set of platforms for impact and dissemination. For example Open University materials in iTunes U have been downloaded more than 70 million times. Many Open University academics get the opportunity to work with television and radio broadcasters on major, innovative series, usually also providing wraparound materials for audiences. This pens up unusual opportunities for research impact.

Further information about The Open University Business School can be found at: http://www.open.ac.uk/business-school/

6. How to obtain more information about the role or application process

If you would like to discuss the particulars of this role before making an application please contact Alex Wright by email alex.wright@open.ac.uk

If you have any questions regarding the application process please contact by email fbl-recruitment@open.ac.uk

7. The application process and where to send completed applications

<table>
<thead>
<tr>
<th>How to apply:</th>
<th>Complete the short application form</th>
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<tbody>
<tr>
<td></td>
<td>The application form has been designed to give the information needed at this initial stage.</td>
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<tr>
<td></td>
<td><strong>Covering letter</strong></td>
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<tr>
<td></td>
<td>Write a covering letter indicating why you are interested in this post and how you believe your knowledge experience and skills meet the Person Specification.</td>
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<tr>
<td></td>
<td><strong>Please use the essential and desirable items listed in the person specification as subtitles within your letter. In writing your letter, examine carefully the description of the role and analyse how your skills, knowledge and experience match with the requirements set out in the person specification.</strong></td>
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<tr>
<td></td>
<td>Please pick out specific examples from your experience which clearly demonstrate that you have the particular knowledge and capabilities required in the person specification.</td>
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<td><strong>Curriculum Vitae (CV)</strong></td>
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<td></td>
<td>Please enclose an up to date CV with your application for employment. Please remove any information from your CV that might give an indication of your race, religion or belief, or sexual orientation, as these details are irrelevant to your application.</td>
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<tr>
<td></td>
<td>Decisions about short listing will be based solely on the information you provide on your application form and covering letter.</td>
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</table>
**E-mail your application to:**

Please ensure that your application reaches the University by:

<table>
<thead>
<tr>
<th><strong>Your completed application should be returned electronically to</strong></th>
<th><strong><a href="mailto:fbl-recruitment@open.ac.uk">fbl-recruitment@open.ac.uk</a></strong></th>
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**Midday on Friday, 21 July 2017.**

Applications received after the closing date will not be accepted.

### 8. Selection process and date of interview

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<tr>
<th><strong>Interviews:</strong></th>
<th>Interviews are planned for <strong>week beginning 4, September 2017</strong> at Milton Keynes but this date may be changed if operationally required. Please also note that occasionally there may be a need for second interview.</th>
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<tbody>
<tr>
<td><strong>The selection process for this post will include:</strong></td>
<td><strong>Presentation</strong></td>
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*We will let you know as soon as possible after the closing date whether you have been shortlisted for interview. Further details on the selection process will also be sent to shortlisted candidates.*