

Addendum

This document provides additional information relating to both specific aspects of the post/faculty and any post specific person specification criteria. The information contained within this document should always be read in conjunction with the accompanying generic Role Profile.

Job Title:

Lecturer in Marketing Analytics (0.6 FTE, Maternity Cover)

Background Information/Relationships

Surrey Business School is a growing business school with around 100 academic staff members and a highly cohesive and collegial atmosphere. We are growing strongly, both in terms of our size, and in terms of the quality and impact of our work. We are accredited by AACSB (the Association to Advance Collegiate Schools of Business) and by AMBA (the Association of MBAs). Our particular strengths are in digital innovation and technological transformation, international trade and investment, leadership and organizational psychology, sustainability and corporate governance. We are organised around six Departments and four Research Centres that collaborate closely with one another. The post holder will be a member of the Department of Marketing and Retail Management. Surrey Business School is part of the Faculty of Arts and Social Sciences, one of the three Faculties within the University. Based in Guildford just outside of London, the University of Surrey is an outstanding international University with an enterprising spirit.

Person Specification

This section describes the sum total of knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role. This is in addition to the criteria contained within the accompanying generic Role Profile.

	Essential/ Desirable
Evidence of knowledge and understanding of current developments in marketing	Essential
Willingness to contribute to programme management and support	Essential
Evidence of high level of teaching and presentational skills	Essential
Experience of teaching in HE	Essential
Special Requirements	
Postgraduate qualification	Essential
Working with industry	Desirable

Key Responsibilities

This document is not designed to be a list of all tasks undertaken but an outline record of any faculty/post specific responsibilities (5 to 8 maximum). This should be read in conjunction with those contained within the accompanying generic Role Profile.

Teaching

- Contribute to teaching at both undergraduate and postgraduate levels in marketing, business strategy and international business and related areas,
- Demonstrate currency of knowledge in relation to developments in managerial practice, particularly marketing analytics.
- Show experience in and dedication to providing a high-quality student experience.

To contribute to the efficient management and administration of the School, Faculty, the University, and the wider academic community

- Be willing to provide academic service in areas of importance to the Department and the School
- Be willing to establish and maintain relations with key stakeholder groups relevant to this appointment

N.B. The above list is not exhaustive