

Post Details		Last Updated: 09/02/2026		
Faculty/Administrative/Service Department:	Surrey Business School			
Job Title:	Lecturer (A) in Marketing Analytics (Teaching Track)			
Job Family & Job Level	Research and Teaching	Level 4		
Responsible to:	Head of Department or Faculty			
Responsible for:	Not applicable			
Job Summary and Purpose <p>To have significant input to the teaching at undergraduate and postgraduate level.</p> <p>To participate in appropriate level of Faculty/Department management and administration.</p> <p>Duties may be carried out with the guidance of a mentor, if required.</p>				
Main Responsibilities and Activities <p>Teaching delivery and development:</p> <p>Assist in developing teaching methods, materials and technologies to enhance the student learning experience.</p> <p>Assist in curriculum and course innovation and the design of programmes, sharing and contributing to responsibility for the quality of the delivery of these programmes.</p> <p>Plan, deliver and critically review a range of teaching and assessment activities including lectures.</p> <p>Assist in the development of innovative and relevant teaching, learning and assessment techniques.</p> <p>Act as tutor for industrial/ professional training year students and students in professional practice in subject specialism.</p> <p>Set and mark programme work, practical sessions, supervisions, fieldwork and examinations in subject specialism and provide timely and appropriate feedback.</p> <p>Continually update subject knowledge and understanding and apply advances to programme development.</p> <p>Maintain and develop professional expertise and registration requirements with appropriate professional body under the guidance of a senior colleague where appropriate.</p> <p>Student pastoral care</p> <p>Develop and use pastoral care skills to support the academic development of students and ensure a good student experience.</p> <p>Act as personal tutor and give first line support before referring students on to appropriate services.</p> <p>Management and administration</p> <p>Take on specific roles such as Library Representative or Year Tutor which contribute to the efficient management and administration of the Faculty/Department.</p> <p>Grow personal involvement with academic, professional or clinical networks in the discipline.</p>				
Person Specification <p>Post holder must possess an honours degree or appropriate equivalent professional qualification or be working towards a higher degree or equivalent higher professional qualification as appropriate. Post holder to demonstrate:</p>				

- Evidence of teaching and presentational skills or the potential to acquire these.
- Evidence of administrative/organisational skills or the potential to acquire these.
- Evidence of familiarity with current developments in the relevant discipline or profession.

A Teaching Qualification e.g. Postgraduate Certificate in Learning and Teaching in HE or equivalent is desirable, if such a qualification has not been attained the candidate will be expected to complete the University Graduate Certificate by the end of their first year of employment with the University.

Relationships and Contacts

Participate in Faculty committees relevant to teaching, learning and administrative duties, e.g. Faculty Board of Studies and Examination Board. Teaching and administrative duties will be allocated by the Head of Faculty/Department, within the context of the programmes agreed by the Faculty Learning and Teaching Committee or similar body.

Special Requirements

The post holder is expected to work outside normal office hours as necessary.

The post holder will be expected to contribute to programme development, refreshing and assessment activities throughout the academic year, including times when students are not on campus.

If it is agreed by the line manager that the post holder will be carrying out research, time will be identified to enable this to take place and appraisal targets will be set accordingly.

All Staff are expected to:

Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University's Equal Opportunities Policy.

Undertake such other duties within the scope of the post as may be requested by your Manager.

Help maintain a safe working environment:

- Attend required Health and Safety training as part of probation and induction and as duties and techniques change.
- Follow local codes of safe working practices and University Health and Safety Policy

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 A in Marketing Analytics (0.6 FTE, Maternity Cover)
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Background Information/Relationships

Surrey Business School is a growing, AACSB- and AMBA-accredited school with over 140 academic staff and a highly collegial culture. It is organised around five core disciplines and four research centres that collaborate closely. Key strengths include digital innovation, sustainability, international business, leadership, and corporate governance. The post holder will join the Strategy, Marketing and International Business discipline, which particularly values expertise in marketing analytics and digital marketing, reflecting its focus on equipping students with data-driven and digital competencies aligned with industry needs. The School is part of the Faculty of Arts, Business and Social Sciences at the University of Surrey, an enterprising, internationally recognised university located in Guildford, near London.

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.

Qualifications and Professional Memberships	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