

## Lecturer in Marketing Teaching and Research

<b>Job Reference:</b>	A2A 3286
<b>Department:</b>	Institute of Management Studies
<b>Grade/ Salary:</b>	Grade 8, Lecturer B £46,253-£53,013
<b>Contract Type:</b>	Permanent
<b>Location:</b>	New Cross, London

Closing date for applications: **15 February 2021**

Interviews: **Week beginning 8 March 2021**

### Goldsmiths

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Goldsmiths, University of London is a world-leading centre of educational excellence where ground-breaking research meets innovative teaching and thinking. We're looking for inspiring and talented people to help build on our global reputation while also growing personally in a true learning organisation.

We are happy to supply information in alternative formats for disabled applicants. Please contact [hr@gold.ac.uk](mailto:hr@gold.ac.uk) to make your request.



Passionate about advancing equality  
and celebrating diversity.  
Together, we are different



**Together  
we are different**

# INSTITUTE OF MANAGEMENT STUDIES

## The IMS

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The Institute of Management Studies (IMS) combines innovative and world-renowned 4\* research from a UK top 20 creative university with the expertise of leading academics who research and teach areas related to economics, marketing, management, innovation and occupational psychology.

The IMS is a unique, interdisciplinary collaboration that draws on the teaching of diverse yet complementary subjects, in order to provide students with a distinct qualification that will allow them to adapt to, and stand out in, an increasingly competitive economy.

## Job description

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Reporting to Dr Jo Lloyd, Head of Department, IMS

### Summary:

We are looking for candidates whose research interests are related to Marketing (e.g., consumer research, marketing communications, digital marketing, retailing, innovation management, technology marketing, branding, marketing ethics, and/or strategic marketing). While we welcome applications from all methodological perspectives and we are keen to discuss new perspectives in order to enhance our existing research profile, we would encourage applications from candidates with a quantitative research background.

The IMS currently has academics working in the following fields: economics, marketing, management, innovation and occupational psychology. The ideal candidate would foster new research links within the IMS and within Goldsmiths' wider community of researchers. Applicants must have demonstrated an ability to publish high-quality research and forge new research collaborations. Applicants must demonstrate competence in, and a commitment towards, learning and teaching at both the undergraduate and postgraduate levels.

### Main duties:

- Conducting and publishing research in high-quality research outlets in the area of consumer and marketing research;
- Working with academic staff to develop, teach, mark, and contribute to the IMS degrees portfolio (under the current circumstances, this may involve delivery of online provision);

- Supervising research by BSc, MSc, and MPhil/PhD students;
- Attracting external research funding in areas related to marketing, and management more generally;
- Acting as a personal tutor to students;
- Representing the IMS on College boards and committees;
- Taking an active role in developing and growing the IMS, in areas such as programme development, recruitment, seeking external funding, inviting external speakers, and enhancing the department's (international) standing;
- Contributing to departmental efforts to enhance issues such as student experience, retention, and attainment;
- Contributing to the effective administration of the IMS as a whole; this may involve taking on specific administrative duties (e.g., programme director) and contributing to efforts to enhance the student experience;
- Undertaking any other duties as may reasonably be required;
- Ensuring that you are aware of and aligned with Goldsmiths' Regulations, Strategy, and Objectives to work together to proactively advance Equality and Diversity;
- Maintaining a safe working environment at all times by participating in training as necessary and following the Goldsmiths' Health and Safety Codes of Practice and Policy.

## Person Specification

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Detailed below are the types of qualifications, experience, skills, and knowledge which are required of the post holder. Selection will be made upon evidence of best-fit with these criteria.

The Essential criteria sections show the minimum essential requirements for the post, therefore if you cannot demonstrate in your application how you meet the essential criteria listed below, you will not be invited to interview.

The Desirable criteria are additional attributes which would enable the applicant to perform in the role more effectively with little or no training.

The Category column indicates the method of assessment:

**A = Application form**      **C = Certificate**

**I = Interview**              **R = Reference**

**T = Test / P = Presentation**

	Category
<b>Essential Criteria 1 - Qualifications</b>	
A good first degree and PhD in marketing or a related field	A, C, I
<b>Essential Criteria 2 - Experience</b>	
Experience in teaching marketing-related modules (e.g., consumer behaviour, quantitative market research)	A, I, R
Experience of convening and coordinating modules, either individually or as part of a team	A, I, R
Experience of supervising undergraduate and/or postgraduate students, either individually or as part of a team	A, I, R
Experience of undertaking administrative roles within academic departments	A, I, R
Experience in gaining external funding, or the clear potential to do so	A, I, R
<b>Desirable Criteria 2 - Experience</b>	
Engagement with external organisations in public, business or non-profit sectors	A, I, R
<b>Essential Criteria 3 – Knowledge</b>	
A record of high-quality publications in recognized research outlets	A, I, P
Clear ideas, potential, and ambition relating to future research that will be internationally leading	A, I, P
An understanding of current issues and priorities within Higher Education	A, I
<b>Desirable Criteria 3 - Knowledge</b>	
Quantitative research background	A, I
<b>Essential Criteria 4 - Skills</b>	
A clear capacity to provide leadership on IMS programmes	A, I, R
A commitment to developing research leadership	A, I, R
Excellent organisational skills and ability to take responsibility for all tasks, including the administration and development of the IMS	A, I, R
Evidence of high-level teaching skills	A, I, P, R
Ability to conduct interdisciplinary research	A, I, R
Ability to contribute to efforts to enhance the student experience	A, I
<b>Essential Criteria 5 – Additional Attributes</b>	
A high degree of initiative, enthusiasm for the role and motivation	A, I
A desire to undertake collaborative research with other IMS staff	A, I

**Please also note that where qualifications are required, employment is conditional on their verification. Qualifications (must be original documents) will be checked on the first day of appointment.**

4 Goldsmiths, University of London, New Cross, London, SE14 6NW

For more information about the role, please contact Dr Annemijn Loermans ([a.loermans@gold.ac.uk](mailto:a.loermans@gold.ac.uk)) or Dr Astrid Van den Bossche ([a.vandenbossche@gold.ac.uk](mailto:a.vandenbossche@gold.ac.uk)).

## Summary of benefits

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If you choose to work with us, you'll become part of a learning organisation that is committed to professional and personal development, with a comprehensive and innovative staff development programme.

You'll also have access to frequent lunchtime and evening talks, seminars and performances, and annual performance and development reviews.

Our other benefits include:

- Competitive salary
- Working in Zone 2, with fantastic transport links and interest free travel to work loans
- Excellent annual leave entitlement plus additional closure days at Christmas and Easter
- Membership of USS or LPFA pension scheme
- Access to exclusive discounts, including high street retailers
- Maternity, paternity and adoption leave and pay and tax efficient childcare voucher scheme
- Contractual sick pay provision
- Free eye tests
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site [dining facilities](#)
- Access to [University of London facilities](#) such as Senate House Library

## Further information

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For more information about Goldsmiths, please visit: [www.gold.ac.uk/about](http://www.gold.ac.uk/about).

***Thank you for your interest in working with us, we wish you all the best with your application.***