

JOB DESCRIPTION

Role Title: Assistant / Associate Professor in Marketing

Reports to: Dean of College of Business and Law

Grade: 7 / 8 depending on qualifications and experience (plus benefits)

Overview

This is an exciting time to join the British University of Bahrain. The University has a growing student population and is investing in developing new student and staff facilities. The University is pursuing a strategic plan that emphasizes industry collaboration and 'real world' objectives: education for employment, research for the real world and exceptional partnership with business. The University's vision is that by pioneering exceptional industry partnerships we will lead the way in real world experiences preparing student for life. This vision is being delivered by prioritising industry collaboration, where the University is developing close working partnerships with industry that directly impact on both the student experience and our research. The College of Business and Law plays a central role in delivering this strategy and aims to be an industry focused business school known for exceptional applied knowledge creation and exchange.

We are looking for an energetic colleague capable of fully realising the linkages between the practicalities of business and industry with the key academic disciplines that are currently a focus for research and teaching within the College of Business and Law.

Purpose of the role

To develop and deliver high-quality teaching across a range of modules or short programmes in marketing. To contribute to the planning, design and development of programmes. To engage in scholarly activity and undertake high quality research.

Key Accountabilities or Duties

Teaching and Learning

- Design teaching material and deliver either across a range of modules or within a subject area.
- Supervise student projects, including, where appropriate, Post Graduate Taught, field trips and placements.

- Identify areas where current teaching and learning provision is in need of revision or enhancement.
- Contribute to the planning and development of course and curriculum objectives and material, in collaboration with Salford Business School at the University of Salford.
- Set, mark and assess work and examinations and provide feedback to students.
- Act as personal tutor to a group of students.

Research

- Extend, transform and apply knowledge acquired from scholarship to learning, research and appropriate external activities.
- Identify external sources of funding and develop or contribute to funding bids – research, knowledge transfer and engagement grant applications.
- Promote graduate studies by contributing to the supervision of postgraduate research students.
- Write or contribute to publications in peer reviewed academic journals or disseminate research findings using other appropriate media.
- Make presentations at conferences or exhibit work in other appropriate events, participating in dissemination and engagement activities to contribute to knowledge base of area of expertise, maximise policy, media industrial or community impact of research.

Leadership, Management and Engagement

- Take a lead in own area of expertise, act as mentor for junior colleagues.
- To engage with and participate in the University's appraisal process as reviewer and/or reviewee, as appropriate.
- Lead and co-ordinate the work of other staff to ensure module, programme, enterprise or research project is delivered to the standards required.
- Co-ordinate colleagues to ensure student needs and expectations are met; act as leader of module or programme, or of significant sections of a programme.
- Plan, co-ordinate and implement research programmes or engagement projects; organisation of external activities such as student projects, field trips and industrial placements; manage or monitor research or engagement budgets and ensure effective use of resource; organise administrative duties.

- Support colleagues with less experience and advise on personal development; train/advise on own area of expertise where appropriate; coach and support colleagues in developing research.
- Collaborate with external organisations such as industry, public sector, charity and local community groups.

University of Salford Generic Responsibilities

- Perform any other duties appropriate to the grade as may be required by the President/Vice President (Academic)/Dean of College etc.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy;
- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with University policy;
- This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Indicative level of membership for Higher Education Academy: Fellow

Person Specification

Consideration should be given to the following four themes which will be tested at each stage of the recruitment process.

- Teaching and learning
- Research and innovation
- Leadership, management enterprise and engagement

1. Qualifications

| | The successful candidate should have: | Essential/ Desirable | Tested by* A, I, P |
|---|---|-------------------------|-----------------------|
| 1 | A first and second degree in a marketing or business-related discipline | E | A |
| 2 | A PhD in a marketing or business-related discipline | E / D* | A |
| 3 | Teaching qualification in higher education | D | A/I |

**Dependent upon Grade*

2. Background & Experience

| | The successful candidate should have: | Essential/ Desirable | Tested by* A, I, P |
|----|--|-------------------------|-----------------------|
| 4 | Experience of undergraduate and postgraduate teaching in Higher Education, with outstanding delivery and support of learning | E | A / I / P |
| 5. | Experience of programme leadership | D | A/I |
| 6. | Experience of applying research (own and/or that of others) to real industrial situations | D | A / I |
| 7. | Experience of working in a digital marketing environment | D | A/I |
| 8. | Experience of supervising undergraduate/postgraduate projects. | E | A / I |

3. Knowledge

| | The successful candidate should have demonstrable knowledge of: | Essential/ Desirable | Tested by* A, I, P |
|----|---|-------------------------|-----------------------|
| 9 | Current issues and priorities in marketing. | E | A / I / P |
| 10 | Theory, policy and research and practice related to marketing | E | A / I / P |

4. Skills & Competencies

| | The successful candidate should demonstrate: | Essential/ Desirable | Tested by* A, I, P |
|----|---|-------------------------|-----------------------|
| 11 | Evidence of good teaching skills and the ability to plan, produce and present effective, appropriate and high quality materials for teaching and assessment | E | P |
| 12 | Excellent interpersonal, written and communication skills in English | E | A / I / P |
| 13 | An understanding of the needs of students from diverse backgrounds including full-time, part-time, mature professional and international students | E | A / I / P |
| 14 | Evidence of successful team working and successfully working to deadlines | E | A / I / P |
| 15 | Evidence of good organisational and time managements skills | E | A / I / P |

Note: A = Application form, I = Interview, P = Presentation

Details of any assessments required will be provided in the invitation to interview letter.

Candidate Guidance

In order to fully meet the essential criteria, candidates must show clear evidence of how they meet the criteria. Simply stating that you have a skill or experience in an area is not sufficient, you must provide a clear example to show how you have met each of the criterion you address**.