

Senior Lecturer / Reader or Associate Professor in Marketing

Company:
Cranfield School of Management

Location:
United Kingdom / Cranfield

Discipline:
Marketing

Employment Type:
Permanent Full-time

Posted:
2022-07-26

Contact Person:
If you wish to apply for this position, please specify that you saw it on AKADEUS.

School of Management

Centre for Strategic Marketing and Sales

Senior Lecturer / Reader or Associate Professor in Marketing

Full time starting salary is in the range £54,003 to £60,192 per annum with potential progression to £75,238 per annum

Location: Cranfield, Bedfordshire, UK

We are recruiting a new faculty member with expertise and ambition to support our long-term plans and further strengthen our core areas of research and teaching in Marketing. We welcome all marketing research and practice areas, with a particular interest in pricing, advertising, and expertise in using unstructured data. That said, we will hire based on overall potential rather than a particular research focus.

About the role

Your role and responsibilities will be based on your experience and an agreed profile of your Cranfield academic career in research and teaching.

We expect you to be publishing at an international level and have impact teaching with postgraduate and post-experience learners. We do not have undergraduates at the University. In addition, this role initially involves managing the UK's first and only Level 7 marketing apprenticeship. Our apprenticeship learners average age of entry is 38, and they hold senior marketing roles.

You will be joining a collaborative faculty group that balances teaching with rigorous and relevant

research that works close to practice and in an exclusively postgraduate environment, often with post-experience learners. You will be engaging with senior managers and will have the opportunity to develop your expertise in executive education if you have not already done so. We are looking for collaborative people to join a close-knit unit to contribute to the development of Cranfield's thought leadership in Marketing.

About You

You will either have a PhD or DBA in a relevant academic area or equivalent experience. In exceptional cases, we will consider people without doctoral qualifications, but it would be expected that you will embark on that degree upon joining. Your expertise can arrive from a combination of academic roles or an industry-based leadership role that demonstrates thought leadership in Marketing.

You are expected to demonstrate an impact on the ongoing professionalisation of specialist roles in this field. You will have an academic or equivalent industry-based career with the requisite leadership and management experience. A PhD and publications track record are highly desirable. However, we can consider other means of demonstrating a contribution to scholarly thought and managerial practice. We are seeking people to join the team who are as passionate as we are about Marketing.

Cranfield values industrial experience, and therefore any practical experience in relevant contexts is a valued bonus.

About Us

As a specialist postgraduate university, Cranfield's world-class expertise, large-scale facilities and unrivalled industry partnerships are creating leaders in technology and management globally. Learn more about Cranfield and our unique impact [here](#)

The Centre has a long history of leadership in strategic marketing planning, relationship marketing, key account management, sales, business-to-business solutions, customer experience management, CRM and brand management. We are developing our capabilities in digital transformation and behavioural science. Our MSc in Strategic Marketing is ranked 15th globally and 5th in the UK by QS World University Rankings.

The Centre has two industry research collaborations: the Strategic Marketing Forum and the Key Account Management Forum. These represent vehicles for faculty to work closely with industry in shaping research agendas and ensuring their output is understood and valued by practitioners.

The Centre has a strong research ethos. Its members have published in high-quality, impactful journals, including Journal of Marketing, Journal of the Academy of Marketing Sciences, Journal of Service Research, Harvard Business Review, MIT Sloan Review and California Management Review.

Further information can be found by visiting [Cranfield Centre for Strategic Marketing and Sales](#).

Our Values and Commitments

Our shared, stated values help to define who we are and underpin everything we do: Ambition; Impact; Respect; and Community. Find out more [here](#).

We aim to create and maintain a culture in which everyone can work and study together and realise their full potential. We are a Disability Confident Employer and proud members of the Stonewall Diversity Champions Programme.

We are also committed to actively exploring flexible working options for each role. Find out more about our key commitments to Equality, Diversity and Inclusion and Flexible Working [here](#).

Working Arrangements

Collaborating and connecting are integral to so much of what we do. Our Working Arrangements Framework provides many staff with the opportunity to flexibly combine on-site and remote working, where job roles allow, balancing the needs of our community of staff, students, clients and partners.

How to apply

For an informal discussion, please contact Professor Stan Maklan at +44 (0)1234758122 or email Professor Maklan at s.maklan@cranfield.ac.uk

Apply

https://jobs.cranfield.ac.uk/vacancies.html#filter=p_web_site_id%3D4009%26p_published_to%3DWW%26p_language%3DDEFAULT%26p_direct%3DY%26p_format%3DMOBILE%26p_include_exclude_from_list%3DN%26p_search%3DAssociate%2BProfessor%2Bin%2BMarketing

Please do not hesitate to contact us for further details on E: hrrecruitment@cranfield.ac.uk. Please quote reference number 4140.

Closing date for receipt of applications: 12 August 2022

www.cranfield.ac.uk

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