

Job Description

Assistant/Associate Professor in Marketing

Position Overview

Discipline	Business & Project Management
Faculty	Social Sciences
Location	London, Devon House (St Katharine Docks)
Term	A range of terms may be available, including the possibility of a permanent contract. A range of part-time fractions up to full time may be available; please indicate availability (approximate days per week) on application.
Salary Range	Assist Prof (G8) £47,321 to £58,155 per annum (depending on qualifications and experience) Assoc Prof (G9) £56,467 to £75,833 per annum (depending on qualifications and experience)
Direct Reports	None at Assistant Professor level At Associate Professor level, line management may be expected
Reports to	Assigned line manager within the Faculty of Social Sciences
Benefits	The university supports staff maintaining a good work/life balance, offer flexible working and parental leave opportunities, an Employee Assistance Programme which provides free, confidential advice on both home and work concerns as well as optional private medical insurance, season ticket loans and being part of the cycle to work scheme.
Start	Flexible but no later than 15 December 2024

The role

Northeastern University London wishes to appoint an Assistant or Associate Professor in Marketing. The appointee may teach one or more of the following courses: *Introduction to Marketing* (Level 4 or 1st year undergraduate); *Marketing Research*, *Brand Management*, and *International Marketing* (all Level 5 or 2nd year undergraduate). In addition to teaching a given set of courses, the appointee will also be tasked with preparing all necessary teaching materials, as well as write and mark assessments. Content support will be given based on the courses as taught on Northeastern's US campuses, including Boston.

We wish to appoint a person with a strong record of teaching experience in the area of marketing, and with a strong interest in experiential learning with external partner organisations. Preference may be given to candidates with active interests in one or more of the following areas: experiential learning with external partner organisations, digital marketing, marketing research, consumer behaviour, brand management, marketing analytics, services marketing, international marketing, advertising and brand promotion.

Assistant/Associate in Marketing Job Description

Core duties will include preparing teaching materials and delivering the courses listed above. For each course teaching will span one 12-week semester (either in the fall or spring) and consist of two 90-minute sessions per week. The teaching should be interactive and engaging, rather than traditional lecturing, and may involve external partners, which the University will assist in sourcing and managing. In addition, the appointee will set and mark assessments for all students, hold office hours, and prepare and maintain course VLE sites in accordance with University policies and student needs. Attendance at regular team and faculty meetings is expected.

The role requires availability for teaching on campus on **at least two days of the week** during term-times during the relevant contract period (terms are September to December and January to April).

All teaching in this subject area takes place **on campus in central London**. This position is not suitable for those wishing to teach online or in a hybrid manner.

We particularly encourage applications from those with an interest in innovative teaching, learning and assessment; those with experience of supporting a wide variety of students; and those belonging to groups underrepresented in UK higher education. We are open to appointing on a reduced fraction/job-share basis subject to our business needs.

Discipline/ Faculty

The appointee will work in a multidisciplinary team within the Faculty of Social Sciences. In the 24/25 academic year, the Business team, led by a Head of Discipline, includes approximately 15 academic staff, including instructors delivering classes in international business, marketing, finance, organisational behaviour, and accounting. Business is one of the University's fastest-growing disciplinary areas, with high demand for new courses particularly from students visiting from Northeastern campuses in North America.

The Faculty of Social Sciences comprises several subject areas that may be of interest for interdisciplinary work, including Economics, Politics & International Relations, Sociology, Anthropology, and Psychology, and Design & Communication Studies.

The Faculty of Social Sciences also offers many opportunities to network with colleagues across the University, in the Faculty of Humanities and the Faculty of Computing, Mathematics, Engineering, and the Natural Sciences.

About the D'Amore-McKim School of Business and the University

This position is intended to support a programme with close links to D'Amore-McKim School of Business in Boston, USA.

For over 100 years, the [D'Amore-McKim School of Business at Northeastern University](#) has continuously strengthened its foundation of experiential learning and innovation. Today, our mission to enable students to be responsible business leaders of the world capable of working, navigating, and creating in a digital environment is more relevant than ever. We offer unique business-specific and interdisciplinary degree opportunities at the bachelor's and master's levels, and lifelong learners benefit from our

Assistant/Associate in Marketing Job Description

graduate-level certificates and executive education portfolio. All of these are enhanced by Northeastern's global campus system and experience-powered education approach. In addition, our use-inspired faculty and their research focus on transformative impact for humankind. Ultimately, D'Amore-McKim's values-driven culture and cross-border approach to learning and research empower our students, faculty, alumni, and corporate partners to create impact far beyond the confines of time, discipline, degree, and campus. Founded in 2012, Northeastern University London (formerly known as New College of the Humanities) has established itself as a prestigious higher education institution based in the heart of London. Northeastern University London is part of Northeastern University's Global Campus Network. Positioned as top ranking in the USA, Northeastern has campuses in Arlington, Boston, Charlotte, Miami, Oakland, San Jose, and Seattle in the USA, and Toronto and Vancouver in Canada.

After becoming part of Northeastern University's global network in early 2019, the University has undergone a period of rapid growth, having been granted Taught Degree Awarding Powers in February 2020 and moved to a new, state-of-the-art campus in 2021.

Northeastern University London offers a vibrant, collegiate community delivering broad and academically rigorous degree programmes, designed to equip graduates with the combination of skills and knowledge that are increasingly desired by organisations, employers, and society. It offers state of the art audio visual technology in its teaching and meeting spaces across the organisation.

Person Specification Criteria

To undertake this role, the following should apply – should you not have the experience below, please do highlight where transferable skills would assist with you undertaking the role.

Qualifications

- PhD completed, or near completion (all but dissertation), or equivalent professional experience, in Marketing or a closely related field (**essential**)
- FHEA status, or equivalent, achieved or expected (**desirable**)

Knowledge, skills, and abilities

- Demonstrates, through evidence, excellent ability to be adaptable, innovative, and inclusive in teaching, including teaching to diverse audiences.
- Teaching competency in Marketing to at least Level 5 (2nd year undergraduate).
- Ability to develop excellent educational provision in areas with significant appeal to students, including partner-led learning.
- Willingness and capacity to undertake continuous professional development in relation to institutionally strategic themes, including but not limited to technology, data, sustainability, and ethics.

Assistant/Associate in Marketing Job Description

Enquiries

Informal enquiries may be made to Dr Sanjay Bhowmick, Head of Discipline in Business & Project Management (sanjay.bhowmick@nulondon.ac.uk). However, all applications must be made in accordance with the application process specified.

Application Process

Applications should be made via [this link](#) by 23:59 on **Wednesday 9th October 2024**.

Please reference your application “**AAPM0924**”. Participation in the equal opportunities section is encouraged, but voluntary.

Applications must include a covering letter of no more than one page that addresses the criteria for the role (including teaching and research where appropriate), and a full curriculum vitae.

Please note this role may require a basic or enhanced DBS check. Our organisation acknowledges the duty of care to safeguard, protect and promote the welfare of our students and staff, and is committed to ensuring safeguarding practice reflects statutory responsibilities, government guidance and complies with best practice and Ofsted requirements. You must adhere to the above if you are offered a role with NU London.

Applications are welcome from all sections of the community and will be judged on merit alone. We welcome applications from underrepresented groups. Candidates must be able to demonstrate their eligibility to work in the UK in accordance with the Immigration, Asylum and Nationality Act 2006.

Job sponsorship: Visa sponsorship may be available for a successful candidate for this position.