

Cranfield School of Management has been educating business leaders for the past fifty years and is one of the most prestigious business schools in the UK, with an impressive reputation among practitioners. We are a Financial Times top 40 school and triple accredited by EQUIS, AMBA and AACSB. We are looking to recruit a talented and committed Lecturer or Senior Lecturer in Marketing to join the Marketing & Sustainability group.

The School has a strong emphasis on practice in research and teaching. Our faculty enjoy working closely with managers in organisations across a range of sectors via our specialist Masters programmes, MBAs, open and tailored executive courses, best-practice clubs and research. The School's Marketing & Sustainability group is active in all of these areas. The group has a long history of leadership in marketing practice in strategic marketing planning, relationship marketing and CRM, and more recently in omni-channel marketing, customer experience management, brand management, sustainability marketing, B2B solutions, and key account management.

We are keen to build our teaching and research capacity in digital marketing, marketing communications, customer experience management and customer relationship management; however, we equally encourage applicants with other marketing specialisms who believe they would enjoy Cranfield's practice-focused culture. The candidate would need to be enthusiastic about engaging with senior managers, and would have the opportunity to develop their expertise in executive education in due course if they have not already done so.

The group equally has a strong research ethos and all members of the Marketing & Sustainability group are actively publishing in high-quality journals, often drawing on the excellent research access that Cranfield's client base provides, and feeding that learning back into the classroom. The team member will need to be excited about joining a collaborative faculty group that balances teaching with rigorous and relevant research, and working in a close-to-practice academic, postgraduate environment.

As a small, close-knit unit, each member of the Marketing & Sustainability group leads on an area of activity. The candidate's initial responsibility would be to lead the group's specialist Masters in Strategic Marketing. You would be mentored and supported in this role. This eleven-month programme attracts students from across the globe and provides graduates with the skills to

become a successful marketing leader of the future. To date, over 600 students have graduated from the programme and now work for companies as diverse as Vodafone, TJX, Kerry, Christian Dior, Henkel, GE, Schlumberger, Ernst & Young, Estée Lauder, Coca Cola, Mars, Beiersdorf, KMPG, Nunwood and Microsoft.

Reporting to Head of the Centre for Marketing & Sustainability, you will already have a doctorate in a marketing discipline or related topic (or close to submission). For the Lecturer post, you will ideally have papers in revision with high-quality journals. For the Senior Lecturer post, you will have a developing publications pipeline and some existing publications in high-quality journals, teaching experience, and preferably some programme or executive course leadership experience. Cranfield also values industrial experience and therefore any practical experience of working in marketing, operations, sales, business development, consultancy, or related contexts can be a valued bonus.

For an informal discussion, please contact Professor Emma Macdonald, Professor of Marketing on (T); +44 (0)1234 751122 or (E); emma.macdonald@cranfield.ac.uk (mailto:emma.macdonald@cranfield.ac.uk).

Organisation	Cranfield University
School/Department	School of Management
Based at	Cranfield Campus, Cranfield, Bedfordshire
Hours of work	37 hours per week, normally worked Monday to Friday, may include weekend teaching on Executive programmes
Contract type	Fixed term contract
Fixed Term Period	3 years
Salary	£41,770 to £46,560 per annum with additional performance related pay up to £58,200 per annum (Lecturer) or £51,265 to £57,139 per annum with additional performance related pay up to £71,423 per annum (Senior Lecturer)
Posted Date	19/03/2018
Apply by	07/06/2018

