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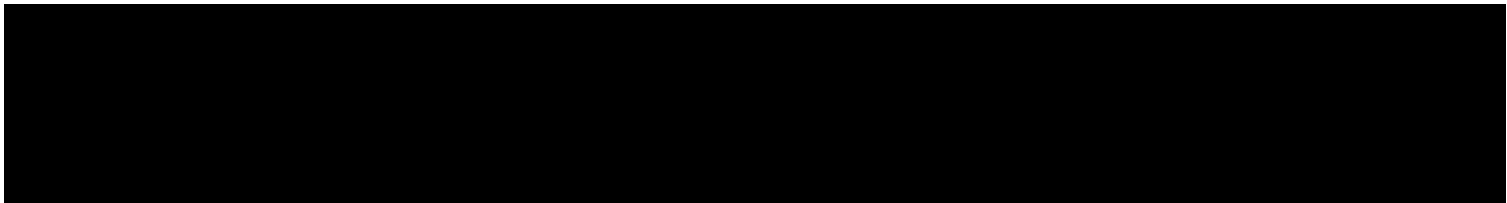
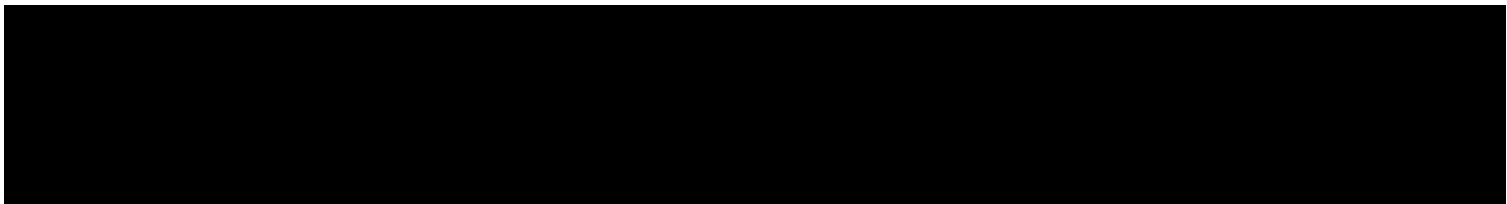
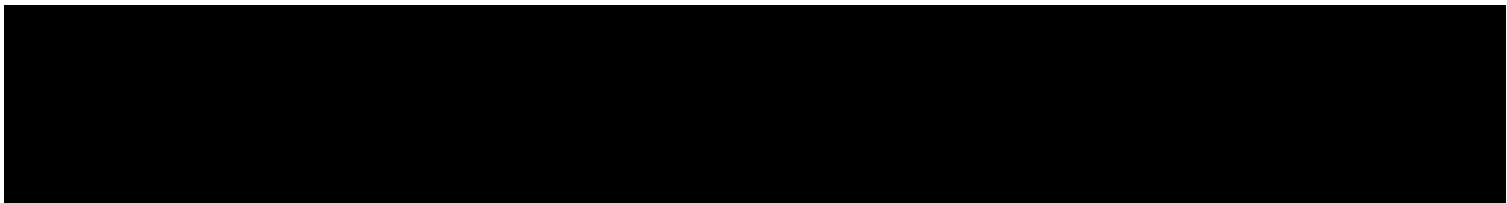
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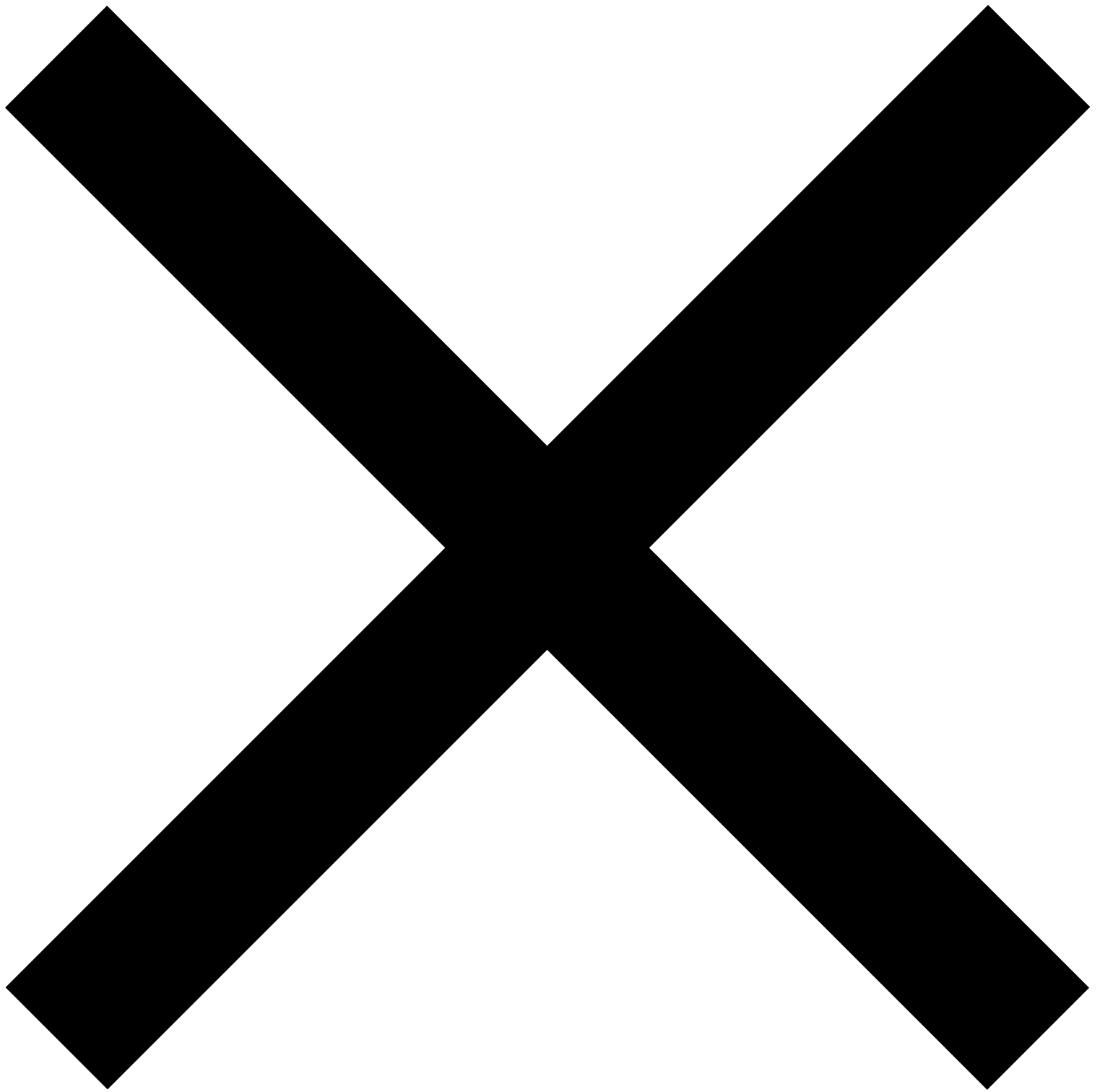


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# Lecturer/Senior Lecturer in Marketing Analytics

## **Management Science**

**Salary:** £35,210 to £58,089

**Closing Date:** Friday 10 May 2019

**Interview Date:** See advert

**Reference:** A2626

We wish to make an appointment at the Lecturer/Senior Lecturer level (equivalent to Assistant/Associate Professor) into the Centre for Marketing Analytics and Forecasting, hosted by the Department of Management Science (<http://www.lums.lancs.ac.uk/departments/mansci/>) and part of the Management School of Lancaster University (<http://www.lancaster.ac.uk/lums/>).

You will have research interests in Marketing Analytics that complement or overlap with members of the Centre for Marketing Analytics and Forecasting. We are interested in appointing candidates with expertise in such topics as promotions and pricing modelling, new product diffusion, omni-channel marketing strategies and social media analytics. You will have a PhD (or be close to completing one) and be able to teach at undergraduate and postgraduate levels. For appointment at the Lecturer level, you will be expected and encouraged to conduct relevant and rigorous academic research and engage with external organisations. For appointment at the Senior Lecturer level, you will have a demonstrable record of high quality publications commensurate with your experience.

The Centre for Marketing Analytics and Forecasting has established an excellent international reputation. The centre works closely with the Centre for Consumption Insights, hosted by the Department of Marketing, as well as the university's Data Science Institute. The department co-hosts the EPSRC-funded Statistics and Operational Research with Industry (STOR-i) Centre for Doctoral Training, with an intake of 14 PhD students per annum.

The Management Science Department employs about 45 established academic staff, in addition to a high number of research students and a dedicated support team. Members of the Department work on a wide range of research topics and methodological approaches across Operational Research, Operations Management, Information Systems and Project Management.

Informal enquiries to Professor John Boylan, Head of The Department of Management Science, phone: +44

(0)1524 594425, email: [j.boylan@lancaster.ac.uk](mailto:j.boylan@lancaster.ac.uk). Interviews will be held on 10th and 11th June 2019.

We welcome applications from people in all diversity groups. We particularly welcome applications from women for this role in order to increase our staff diversity in this part of the University.

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