
Career Opportunities

Job Details

Lecturer/Senior Lecturer in Digital Marketing

Ref	SS1304
Location	Medway
Job Type	Academic
Contract Type	Open Ended
Salary Type	Per Annum
Salary (£)	33518 - 56950

SS1304, Kent Business School, Closing date; 02 Jan 2018
Grade 7/8/9 £33,518 - £56,950 per annum

Kent Business School is seeking to appoint a *Lecturer/Senior Lecturer in Digital Marketing* to support the expansion of our Medway campus. We are looking for a dedicated scholar who is keen to make a strong contribution to teaching, research and enterprise. The successful applicant will lead and contribute to the delivery of modules in the new MSc in Digital Marketing and Analytics and contribute to our School's successful student enterprise and business engagement activities. Apart from a successful teaching record, he or she will also have developed an original and productive research and scholarship agenda, demonstrating the ability or clear potential to publish in internationally-ranked, peer-reviewed journals. Evidence of income generation, impactful research, scholarship, or corporate engagement is expected in the case of appointments at Senior Lecturer level. We encourage applications from educators with experience in technology enabled learning and executive education.

While the post is based at Medway, the successful candidate may be expected to take up teaching and other responsibilities at the University's other campuses, study centres and off campus for the delivery of Higher and Degree Apprenticeships. The School offers the post holder a competitive salary, generous support for research/scholarship as well as a collegial and cohesive work environment. Colleagues are engaged and present for most of the working week to ensure time for exchange and collaboration. Colleagues on Teaching and Research contracts will benefit from comparatively moderate contact hours (typically 6-7 hours per week and term).

As Lecturer/Senior Lecturer in Digital Marketing you will:

support the development and approval of the new MSc in Digital Marketing and Analytics; as *Senior*

Lecturer to provide academic leadership in this area engage in individual and collaborative research and scholarship leading to high-quality publications at acceptable levels of volume and academic excellence, develop income from research, enterprise, or corporate engagement individually or in collaboration with others. As *Senior Lecturer*, to engage in internationally excellent and/or world-leading research and scholarship, leading research, enterprise or consulting projects as well as other initiatives on behalf of the School; to generate income; and to contribute to the School's overall strategy contribute fully to the School and University by participating in meetings, working groups, committees and other School and University activities; at *Senior Lecturer* level, to support the management of the School, by taking on key roles and serve on School, Faculty or University working groups or committees, as required

To be successful in this role you will have:

PhD (or equivalent) in relevant area or near completion
teaching experience in digital marketing and social media
specific knowledge and research reputation in the advertised subject area
evidence of successful publication in relevant 3* or 4* rated journals, as judged by the Chartered ABS [International Guide to Academic Journal Quality](#)

Kent Business School

Kent Business School (KBS) is one of the UK's top 20 business schools and has the ambition to grow in both calibre and size. We are entrepreneurial and international in outlook and view ourselves as a research-intensive business school that produces rigorous and applicable knowledge. We are committed to developing employable graduates and informing the practice of management for a sustainable future. The appointment of new and highly motivated staff has transformed the research culture within the School, attracting interest nationally and internationally.

Further Information

Start date for applications: 28 Nov 2017

Closing date for applications: 02 Jan 2018

Interviews are to be held: 09 Feb 2018

Please see the links below to view the full job description and also to apply for this post. If you require further information regarding the application process please contact The Resourcing Team on jobs@kent.ac.uk quoting ref number: SS1304

Please note - applications must be made via the University's online application system. You will be required to fill in the main details section of the application form as well as upload your CV and a cover letter. Your cover letter should clearly and explicitly address the requirements of the Person specification and you should provide clear evidence and examples in your application which back-up any assertions you make in relation to each criterion. We recommend a maximum of 4 x A4 sides for this document.

For informal discussion only, please contact Professor Martin Meyer, Director of Kent Business School, kbsdirector@kent.ac.uk. Alternatively, you may contact Professor Marian Garcia (m.garcia@kent.ac.uk), Academic Lead for Medway.

CVs or details sent directly to the department or via email cannot be considered.

If you are invited for an interview, we will request references for you at that stage.

No agencies, thank you.

Full Job Description

[SS1304 - Additional Information.docx](#)

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