

## Job Description



### SAID BUSINESS SCHOOL

<b>Job title</b>	Career Development Fellow in Marketing
<b>Division</b>	Social Sciences
<b>Department</b>	Saïd Business School
<b>Location</b>	Park End Street, Oxford
<b>Grade and salary</b>	Grade 8 £41,526 - £49,553 with a discretionary range to £54,131 p.a.
<b>Hours</b>	Full time Part time (37.5 hours per week)
<b>Contract type</b>	Fixed-term (3 years from 01 September 2020 – or earlier by negotiation)
<b>Reporting to</b>	Professor Andrew Stephen, Associate Dean of Research, L'Oréal Professor of Marketing, Director of the Oxford Future of Marketing Initiative
<b>Vacancy reference</b>	144884

### The role

The Career Development Fellow will be expected to define and execute a research agenda in Marketing. This agenda will be developed in consultation with the marketing faculty at Oxford Saïd and will be aimed at producing articles to appear in top peer-reviewed marketing journals and that would be deemed relevant and practically useful by marketing professionals. It is expected that the Career Development Fellow will teach on degree and/or executive programmes, most typically in marketing-related courses, and may help to supervise research assistants. The position will be based in the marketing group and will report to Professor Andrew Stephen, L'Oréal Professor of Marketing. The Marketing group is part of the Strategy, Innovation, and Marketing (SIM) academic area.

The post is offered on a three-year fixed term contract and is available from 1 September 2020 (or earlier by negotiation). The School is particularly interested in candidates whose research and/or teaching interests closely align with the research themes and priorities of the Oxford Future of Marketing Initiative (FOMI), as well as the interests of the current marketing faculty group (see [www.OxfordFutureofMarketing.com](http://www.OxfordFutureofMarketing.com)). Broadly, the Oxford Saïd marketing group places a very strong emphasis on research topics that have a future-oriented focus, including (but not limited to) digital marketing, artificial intelligence, the intersection of consumer behaviour and technology, and marketing's role in world-scale challenges such as climate change, sustainability, and social responsibility. FOMI, as one of the School's premier research initiatives, provides members of



the marketing group (including postdoctoral researchers) with direct access to marketing professionals and senior executives in a number of partner companies for the purposes of collaborative research opportunities, access to data, and more. The current group of partner companies is Allianz, Facebook, General Assembly, Google, Institute for Real Growth, Kantar, L'Oréal, Mars, Mobile Marketing Association, Teradata, Twitter, and WPP. The CDF in Marketing is expected to be involved in FOMI activities, which include research projects involving industry partners, research meetings and symposia, and events.

Importantly, the Career Development Fellow must be willing to conduct research that is both academically rigorous and practically relevant, in line with the Saïd Business School's research mission, which states: *Oxford Saïd's research mission is to produce research of the highest quality that is rigorous, imaginative, and meaningfully relevant to—and enhances—business practice.* The marketing faculty group is particularly focused on conducting research that is meaningful to, and ideally has a measurable impact on, marketing practice.

## Responsibilities

The Career Development Fellow will be expected to undertake the following activities:

- Produce independent academic research aimed at publication in top-tier peer-reviewed marketing and general business journals (i.e., those on the FT50 list) and to present this research at national and international conferences.
- Define research projects with a high impact on marketing practice and/or marketing-relevant public policy.
- Contribute to the management of research projects and joint research impact activities with partners in the spheres of regulation, policy and/or practice.
- Teach 144 teaching points<sup>1</sup> on courses, primarily those related to Marketing.
- Supervise research assistants, as needed.
- Undertake assessment and examining duties for the marketing group's teaching activities.
- Actively and fully participate in the Oxford Future of Marketing Initiative.
- Manage the research budget set aside for the Fellow's use.
- The post holder must be able to perform other such duties as may be required (appropriate to the grade).

## Selection criteria

### Essential

1. Hold, or be close to completion of, a PhD/DPhil in marketing or a related field (e.g., computer science, statistics, economics, psychology);
2. Be an active academic researcher with a strong interest in marketing topics, particularly those that align with the interests of the marketing faculty and the Oxford Future of Marketing Initiative;
3. Have a publication record that is appropriate for their early career stage;
4. Have a promising research pipeline, including working papers and papers under review

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1. Saïd Business School operates a teaching points system, which allocates points for lectures, tutorials and project supervision. This is designed to distribute teaching on an equitable basis and ensure that members of the School have as much time as possible for research. Undergraduate and postgraduate projects can require some supervision outside of term time. Teaching points are typically weighted proportionally depending on the student numbers taught, typically varying from one to four points being allocated per hour taught.

at academic journals;

5. Have strong empirical quantitative skills, including extensive experience working with large datasets and advanced abilities with respect to empirical modelling of data using state-of-the-art methods from statistics, machine learning, and/or econometrics;
6. Ability to present and explain complex concepts to a range of audiences, including other academic researchers, business/marketing professionals, and students;
7. Have a genuine interest in developing their academic career and a plan for using this post as an opportunity to develop into a marketing scholar who will then seek a tenure-track faculty position in marketing at a business school once this fellowship has ended;
8. Have a commitment to supporting the teaching activities of the marketing group within the SIM academic area;
9. A desire to conduct research that is both academically rigorous and practically relevant, consistent with the Saïd Business School's research mission.

### **Desirable**

1. Teaching experience at undergraduate and/or masters levels;
2. Knowledge of the marketing literature and contemporary issues in marketing practice.

## **About the University of Oxford**

Welcome to the University of Oxford. We aim to lead the world in research and education for the benefit of society both in the UK and globally. Oxford's researchers engage with academic, commercial and cultural partners across the world to stimulate high-quality research and enable innovation through a broad range of social, policy and economic impacts.

We believe our strengths lie both in empowering individuals and teams to address fundamental questions of global significance, while providing all our staff with a welcoming and inclusive workplace that enables everyone to develop and do their best work. Recognising that diversity is our strength, vital for innovation and creativity, we aspire to build a truly diverse community which values and respects every individual's unique contribution.

While we have long traditions of scholarship, we are also forward-looking, creative and cutting-edge. Oxford is one of Europe's most entrepreneurial universities. Income from external research contracts in 2014/15 exceeded £522.9m and we rank first in the UK for university spin-outs, with more than 130 companies created to date. We are also recognised as leaders in support for social enterprise.

Join us and you will find a unique, democratic and international community, a great range of staff benefits and access to a vibrant array of cultural activities in the beautiful city of Oxford.

For more information please visit [www.ox.ac.uk/about/organisation](http://www.ox.ac.uk/about/organisation)

## **Saïd Business School**

Saïd Business School blends the best of new and old. We are a vibrant and innovative business school, but yet deeply embedded in an 800 year old world-class university. We create programmes and ideas that have global impact. We educate people for successful business careers, and as a community seek to tackle world-scale problems. We deliver cutting-edge programmes, including the highly regarded MBA, Executive MBA, a number of specialist MScs, a portfolio of custom and open programmes, and accredited diplomas for executives, and we undertake ground-breaking research that transform individuals, organisations, business

practice, and society. We are an international and outward looking School with our programme participants coming from more than 50 countries.

We seek to be a world-class business school community, embedded in a world-class University, tackling world-scale problems.

Further information about Saïd Business School is available at [www.sbs.oxford.edu](http://www.sbs.oxford.edu)

The Department of Saïd Business School holds a bronze Athena Swan award to recognise advancement of gender equality: representation, progression and success for all.

## Social Sciences

The School is a department within the Social Sciences Division, one of four academic Divisions in the University, each with considerable devolved budgetary and financial authority; and responsibility for providing a broad strategic focus across its constituent disciplines.

The Social Sciences Division represents the largest grouping of social sciences in the UK: home to a number of outstanding departments and to the internationally ranked Law Faculty; all are committed to research to develop a greater understanding of all aspects of society, from the impact of political, legal and economic systems on social and economic welfare to human rights and security. That research is disseminated through innovative graduate programmes and enhances undergraduate courses.

For more information please visit <http://www.socsci.ox.ac.uk/>

## How to apply

Before submitting an application, you may find it helpful to read the 'Tips on applying for a job at the University of Oxford' document, at [www.ox.ac.uk/about/jobs/supportandtechnical/](http://www.ox.ac.uk/about/jobs/supportandtechnical/).

If you would like to apply, click on the **Apply Now** button on the 'Job Details' page and follow the on-screen instructions to register as a new user or log-in if you have applied previously. Please provide details of two referees and indicate whether we can contact them now.

You will also be asked to upload a CV and a supporting statement. The supporting statement must explain how you meet each of the selection criteria for the post using examples of your skills and experience. This may include experience gained in employment, education, or during career breaks (such as time out to care for dependants).

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

Please upload all documents **as PDF files** with your name and the document type in the filename.

All applications must be received by **midday** on the closing date stated in the online advertisement.

<b>Information for priority candidates</b>
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*A priority candidate is a University employee who is seeking redeployment because they have been advised that they are at risk of redundancy, or on grounds of ill-health/disability. Priority candidates are issued with a redeployment letter by their employing departments.*

*If you are a priority candidate, please ensure that you attach your redeployment letter to your application (or email it to the contact address on the advert if the application form used for the vacancy does not allow attachments)*

Should you experience any difficulties using the online application system, please email [recruitment.support@admin.ox.ac.uk](mailto:recruitment.support@admin.ox.ac.uk). Further help and support is available from [www.ox.ac.uk/about\\_the\\_university/jobs/support/](http://www.ox.ac.uk/about_the_university/jobs/support/). To return to the online application at any stage, please go to: [www.recruit.ox.ac.uk](http://www.recruit.ox.ac.uk).

Please note that you will be notified of the progress of your application by automatic emails from our e-recruitment system. **Please check your spam/junk mail** regularly to ensure that you receive all emails.

## Important information for candidates

### Pre-employment screening

Please note that the appointment of the successful candidate will be subject to standard pre-employment screening, as applicable to the post. This will include right-to-work, proof of identity and references. We advise all applicants to read the candidate notes on the University's pre-employment screening procedures, found at:

[www.ox.ac.uk/about/jobs/preemploymentscreening/](http://www.ox.ac.uk/about/jobs/preemploymentscreening/).

### Data Privacy

Please note that any personal data submitted to the University as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see the University's Privacy Notice for Job Applicants at: [www.admin.ox.ac.uk/councilsec/compliance/gdpr/privacynotices/job/](http://www.admin.ox.ac.uk/councilsec/compliance/gdpr/privacynotices/job/). The University's Policy on Data Protection is available at:

[www.admin.ox.ac.uk/councilsec/compliance/gdpr/universitypolicyondataprotection/](http://www.admin.ox.ac.uk/councilsec/compliance/gdpr/universitypolicyondataprotection/).

### The University's policy on retirement

The University operates an Employer Justified Retirement Age (EJRA) for all academic posts and some academic-related posts. From 1 October 2017, the University has adopted an EJRA of 30 September before the 69<sup>th</sup> birthday for all academic and academic-related staff in posts at **grade 8 and above**. The justification for this is explained at:

[www.admin.ox.ac.uk/personnel/end/retirement/acrelretire8+/](http://www.admin.ox.ac.uk/personnel/end/retirement/acrelretire8+/).

For **existing** employees, any employment beyond the retirement age is subject to approval through the procedures: [www.admin.ox.ac.uk/personnel/end/retirement/acrelretire8+/](http://www.admin.ox.ac.uk/personnel/end/retirement/acrelretire8+/).

From 1 October 2017, there is no normal or fixed age at which staff in posts at **grades 1–7** have to retire. Staff at these grades may elect to retire in accordance with the rules of the applicable pension scheme, as may be amended from time to time.

## **Equality of Opportunity**

Entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.

## Benefits of working at the University

### University Club and sports facilities

Membership of the University Club is free for all University staff. The University Club provides social, sporting and hospitality facilities. Staff can also use the University Sports Centre on Iffley Road at discounted rates, including a fitness centre, powerlifting room, and swimming pool. See [www.club.ox.ac.uk](http://www.club.ox.ac.uk) and [www.sport.ox.ac.uk/oxford-university-sports-facilities](http://www.sport.ox.ac.uk/oxford-university-sports-facilities).

### Information for international staff

The University offers support and advice to international staff, including a visa loan scheme to cover the costs of UK visa applications for staff and their dependents. See [www.admin.ox.ac.uk/personnel/permits/reimburse&loanscheme/](http://www.admin.ox.ac.uk/personnel/permits/reimburse&loanscheme/).

### Information for staff new to Oxford

If you are relocating to Oxfordshire from overseas or elsewhere in the UK, the University's Welcome Service website includes practical information about settling in the area, including advice on relocation, accommodation and local schools. See [www.welcome.ox.ac.uk](http://www.welcome.ox.ac.uk).

### The University of Oxford Newcomers' Club

The University of Oxford Newcomers' Club is an organisation run by volunteers that aims to assist the partners of new staff to settle into Oxford and to provide them with an opportunity to meet people in the area. See [www.newcomers.ox.ac.uk](http://www.newcomers.ox.ac.uk).

### Childcare

The University has excellent childcare services with five University nurseries, as well as University-supported places at many other private nurseries. For full details including how to apply and the costs, see [www.admin.ox.ac.uk/childcare](http://www.admin.ox.ac.uk/childcare).

### Family-friendly benefits

The University subscribes to My Family Care service through which staff are eligible to register for emergency back-up childcare and adultcare services, a 'speak to an expert' advice service and a wide range of guides and webinars through a website called the Work+Family space. See: [www.admin.ox.ac.uk/personnel/staffinfo/benefits/family/mfc/](http://www.admin.ox.ac.uk/personnel/staffinfo/benefits/family/mfc/).

### Disabled staff

We are committed to supporting members of staff with disabilities or long-term health conditions. For further details, including information about how to make contact, in confidence, with the University's Staff Disability Advisor, see [www.admin.ox.ac.uk/eop/disab/staff](http://www.admin.ox.ac.uk/eop/disab/staff).

### Staff networks

The University has a number of staff networks including the Oxford Research Staff Society, BME staff network, LGBT+ staff network and a disabled staff network. You can find more information at [www.admin.ox.ac.uk/eop/inpractice/networks/](http://www.admin.ox.ac.uk/eop/inpractice/networks/).

### Additional benefits

Staff can enjoy a range of other benefits and discounts, including free entry to the Botanic Gardens and University colleges, and discounts at University museums. See [www.admin.ox.ac.uk/personnel/staffinfo/benefits](http://www.admin.ox.ac.uk/personnel/staffinfo/benefits)