



CANDIDATE INFORMATION  
APPOINTMENT OF  
PROFESSOR OF MARKETING

NEWCASTLE UNIVERSITY BUSINESS SCHOOL

FEBRUARY, 2012



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## Foreword from the Director

Dear colleague,

I am very pleased you want to know more about joining Newcastle University Business School. This is an exciting time for the School as we move towards securing triple accreditation and establishing ourselves as one of Europe's leading research-intensive institutions.

The School is central to Newcastle University's strategic development and its mission to bring research excellence to the world of practice. As a member of the Russell Group of leading UK research-intensive institutions, and with an annual income of over £360 million, the University is a world leader in the fields of engineering and medical sciences and plays a central role in the life and economy of the North East of England. This combination of global ambition and regional commitment underpins the ethos of the Business School itself.

The development of the School is a key part of the University's strategy and we are benefitting greatly from a substantial programme of investment in our people and infrastructure. We are committed to attracting the very best in academic talent and to giving those who join the School the support they need to develop their research in pioneering directions.

The appointment of a Professor of Marketing reflects our ambition to make the School a byword for leading research in this area and to put marketing at Newcastle on the international map.

I hope you will want to find out more about our ambitions for the future and how joining us would benefit your career. Newcastle is a special place to live and work and I believe we have much to offer talented scholars who want to put their ideas into practice and to help shape the future of a School that is on the move.

I look forward to hearing from you.

With best wishes,

A handwritten signature in blue ink, appearing to read "Ian Clarke".

[Professor Ian Clarke](#)

## About Newcastle University

Newcastle University holds a special position culturally, socially and economically in the North East of England, with Newcastle being **a vibrant city that receives large numbers of visitors from the UK and abroad.**

The University is a member of the **Russell Group** of research-intensive institutions and undertakes multi-disciplinary research in many areas with high scientific, economic and social impact. In November 2009, the University was awarded a prestigious **Queen's Anniversary Prize for Higher and Further Education** for its world-leading work in the field of ageing and health. It has three Faculties and research is carried out through various units: research institutes, centres, groups and schools. Further details of these can be found in the **University's Research Directory.**

Located at the heart of the City, the University is 10th in the 2011 National Student Survey for full service publicly funded organisations, 12th in The Sunday Times rankings, 25th in The Times 2011 rankings, and 146th in the Times Higher world university rankings for 2011/12. In terms of Staff and Student Numbers the University has recently grown more rapidly than comparable institutions, with a current income of £370 million and over 18,400 students. It is one of the largest employers in the North East of England, with approximately 5,000 staff. According to the University's latest staff opinion survey, **93% of staff think the University is a good place to work.**

The UK Government has designated Newcastle a Science City in a partnership between Newcastle University and Newcastle City Council. Engagement in Science City is an important ingredient of the University's strategy in four areas of science and technology where it is a pioneer: stem cells and regenerative medicine; ageing and health; molecular engineering; and energy and the environment.

The University's financial position is strong and it is relatively cash-rich compared to other UK institutions. There are major and exciting initiatives and capital investments in the pipeline that will enhance the University's international profile. The University's vision is set out in its **Vision 2021 document** (PDF, 865kB).

## The Business School

### The role of the School within the University

Newcastle University has a long and proud history of scholarship in the area of business and management. The first professorial appointment in a business discipline was made as long ago as 1913 and since that time there has been an unbroken commitment to teaching and research excellence in the field. The **Business School** itself was formed in 2002 as part of the overall restructuring of the University into three Faculties and 27 Schools. The School is the largest within the **Faculty of Humanities and Social Sciences** (HaSS), accounting for 10% of all students in the University and 17% of all international students in the University.

The development of the Business School is a key part of the University's overall strategy and the School is unique within the University in having a rolling 10-year business plan that has been prepared with the University's full support and approval. This arrangement gives the School the opportunity to plan over a longer-term horizon in conditions of stability and continuity. The School, in turn, has extensive operational autonomy in pursuing its planned growth in staffing levels. The School's strategic plan involves the development of new programmes and the rejuvenation of the existing portfolio, as well as raising the organisation's research profile and generating additional external research income.

The School's distinctive vision and mission reflect the traditions of the University, which developed as a civic university catering to the demands of a region that was for a long time a powerhouse of the industrial economy. This combination of global ambition and regional commitment has meant that the University sees itself as doing not only high-quality academic work but as choosing to work in response to large-scale societal needs. It works not only on the supply side of knowledge creation and dissemination but also responds to the demand side of societal challenges.

### The School's distinctiveness

In line with the University, the Business School strives for world-class academic excellence with a purpose. The School is focused on producing outstanding graduates, research, and ideas. Our role is to address societal challenges, to take a genuine interest in the future of the region, and to bring high calibre faculty and students to the City from all over the world. We:

- believe that an innovative and supportive learning environment should be international in perspective;
- are committed to internal and external engagement;
- put great value on generating research that can be applied in practice; and

- believe in a culture that supports and promotes a spirit of collegiality and continuous improvement.

These commitments come together in our **vision**, which is to be a world class business school by being regionally rooted, nationally influential, and globally respected.

Our **mission**, in turn, is to undertake research, attract and develop high quality students and faculty, promote learning and work with organisations to encourage a global perspective and the responsible and ethical shaping of society.

With this mission the School is ideally placed to play a part in addressing the University's societal challenges by undertaking research and educating current and future leaders on issues that relate to major societal challenge themes, such as sustainability, ageing and health, and social renewal – the core themes within our institutional strategy.

## Faculty

The Business School academic staff complement has expanded considerably over the past three years. The total number of professorial, lecturing, research and programme management staff (with all vacancies filled) is 110 which includes: 23 Chairs, 20 Senior Lecturers, 52 Lecturers, 4 Teaching Fellows and 11 Research Associates/Assistants. In addition there are a number of hourly paid teachers and visiting professors. The professional support staff team consists of 43 staff comprising administrators, clerical and computing staff.

## Programmes

### Objectives

The School is an internationally respected centre for business education. Our wide portfolio of undergraduate and postgraduate courses has proved consistently popular with students from both home and abroad. We aim to ensure that our students' learning experience is maintained to the highest standard by providing education within a research-led context, developing the skills and attributes necessary for employment, life-long learning and global citizenship, and providing regular feedback. We draw upon subject specialist knowledge, our research, and our external engagement activities to provide relevant and intellectually stimulating programmes of study that recruit well and generate high quality graduates.

The School offers a balance between mainstream and more niche programmes. Our graduates have a strong track record of going on to work for leading international firms and an increasing number go on to start their own businesses. We believe

strongly in the power of education to transform lives and open up new horizons and opportunities. With recent **EQUIS**, **AMBA** (as well as UK **Economic Social and Research Council**) accreditation of the School, we are well on the way to triple accreditation, with the third stage of the **AACSB** accreditation in progress.

## Expertise

The Business School is well represented across the range of business and management studies and is organised around seven subject groups:

- **Accounting and Finance**
- **Economics**
- **Human Resource Management, Work and Employment**
- **Innovation and Enterprise**
- **Marketing**
- **Operations**
- **Strategy, Organizations and Society**

These subject groups are responsible for the learning, teaching, and research priorities of the subject areas at the School. The Business School offers a full service, providing business education at **undergraduate**, **postgraduate**, and **doctoral** levels. The School provides 24 postgraduate programmes including an MBA and Executive MBA. The School also runs a successful PhD programme and a joint DBA programme with Grenoble Ecole de Management.

The School has in the order of 1850 undergraduate, over 750 postgraduate taught and around 100 research students. The School has a diverse student mix with students from 80 different countries and one in four students comes from outside the EU. The Business School is responsible for the delivery of the following postgraduate and undergraduate programmes.

## What makes the School different

The design of innovative programmes is a distinctive feature of the School enabling our graduates consistently to be among the most employable in the UK. Programmes are underpinned by research allied to the needs of the business and policy making communities. In both of the undergraduate marketing programmes there are strong links with practice, in particular through the final year marketing consultancy projects with local organisations.

At the postgraduate level, the School recently launched two new programmes through its partnership with the **University of Groningen** in International Business Management and Marketing, in which all students spent time studying in both

institutions, gaining awards from both universities. We offer particular opportunities for individuals with undergraduate and postgraduate degrees in science, engineering, medicine and the social sciences to obtain business knowledge and skills through Business School programmes.

The School also offers a portfolio of part-time full and part-time programmes to educate and train professionals and managers already in employment. This portfolio includes a **full-time MBA** and a **part-time Executive MBA** and reflects our strong commitment to life-long learning. We have developed a specialist masters programme in Healthcare Management with a regional NHS hospital trust and intend to develop further provision for those already in work/running their own businesses based on our general and specialised areas of expertise.

Beyond this, we place a particular emphasis on student engagement and ensuring our students gain practical experience during their time at the School us through placements, peer mentoring schemes, live projects in the curriculum, guest speakers, internships and structured work experience. The School runs a highly successful events programme, the highlight of which is the **David Goldman Annual Lecture** delivered by the David Goldman Visiting Professor of Business Innovation. These events draw attendees from the regional business community and the wider University with well over 1,000 attendees at events in 2009/10. The School is also increasingly opening its doors to partner organisations that are able to make use of our events space and hosting events outside the region, including the Confederation of British Industry.

In addition, the School's students benefit significantly from the extra-curricular opportunities that come with being part of an internationally renowned, multi-disciplinary University.

## Research

### Our strategy

The development of a strong, international research profile is central to the School's overall strategy. In line with our commitment to delivering world-class academic research that is relevant to the needs of wider society, we welcome the growing emphasis on demonstrating the impact of research on business and policy.

The School has developed a clear and active structure of research management as well as a workload model that recognises and encourages scholarly activity and is generating growing levels of externally sourced research income. Investing in research-active staff is a key part of our strategy. In working towards our ambition of being one of Europe's leading research intensive business schools, our research activity is based on three principles:

- to conduct and disseminate research of the highest international standard;

- to conduct research that contributes to and influences policy and practice; and
- to promote interdisciplinary research through engagement with partners both inside and outside the University.

### **How we promote research excellence**

The School uses published research output as the main indicator of research activity, with the research potential of academic staff being realised in two main ways. First, staff are (as indicated earlier) organised into **subject groups** made up of academics working in the same general area of interest. This provides a critical mass of researchers and promotes collaborations and mentoring, thereby generating economies of scale in organising research seminars and submitting research grant proposals. This is further helped by a designated research budget that is primarily used to fund conference attendance and to pump prime small research projects. Second, faculty are given a time allowance to cover their research activities within their workload allocation. Beyond this, in order to give staff the opportunity to have longer sustained periods of research time, the School operates a sabbatical leave scheme. Established research-active staff can apply for a period of one semester's leave in every eight semesters.

The School's approach to research is pluralistic, both in the emphasis we place on inter-disciplinarity and the space we make available for different methodological approaches to flourish and complement one another.

Our research training is accredited by the UK's **Economic and Social Research Council**.

### **Cross-cutting themes**

The School is committed to the idea that knowledge is translated into practice more effectively when it is co-produced with organizations. To help the organizations we work with develop and compete, our research is organised thematically around the critical questions business people and policy makers face in today's challenging economic climate. There are four such cross-cutting themes:

- Understanding, Creating and Exploiting Opportunity;
- Transforming Leadership and Governance;
- Enhancing Performance in the Private, Public and Third Sector; and
- Managing Financial Risk and Regulation.

Organising the School's research thematically in this way brings a number of benefits. From the external perspective, it means that our research activity can be responsive to the dynamic nature of the business environment. By concentrating on the questions that are in the minds of businesses, rather than on conventional

academic boundaries, we are able to supply answers that draw on a wide range of data and methodological insights. From the internal perspective, the thematic orientation of the School's research encourages inter-disciplinarity and collaboration across subject disciplines both within the School itself and across the wider University (in the areas, for instance, of ageing and health, social renewal, and sustainability).

The School addresses these four themes in a number of ways. We develop partnerships with businesses worldwide to identify and investigate significant issues they face. We work with prominent policy and business figures, who join us as Visiting Fellows and Professors of Practice, to shape our research agenda. We form collaborations with leading academics from international institutions in order to apply cutting-edge approaches to real world problems. Moreover, so as to ensure the wider impact of our work, we disseminate our findings by publishing in leading international journals and through other events and media more accessible to business leaders and policy makers.

### **How our research rates**

Across the UK, the quality of university research is assessed within the context of the periodic **Research Assessment Exercise** (RAE). The RAE is conducted jointly between the funding councils for England, Scotland, Wales, and Northern Ireland. The latest RAE covered the seven-year period 2001–07 with the results of the Exercise being published at the end of 2008.

The School **performed well** in the 2008 exercise. 50% of our research was judged to be either world leading or internationally excellent. A further 40% was nationally recognised. As such, over 90% of our research outputs were recognised as of an international standard. On the basis of our 2008 profile, Newcastle's position within the UK is 29th (=). This represents a significant improvement on our 2001 position of 44th out of 97. For the seven-year RAE census period the research income figure generated by the School was over €5.2 million. This places Newcastle 21<sup>st</sup> among UK business schools in terms of total research income generated over the period.

### **Our ambitions**

The School is making rapid progress towards establishing itself as one of Europe's leading research-intensive institutions. The combination of a stimulating and supportive research environment, a commitment to recruiting and developing scholars of the highest calibre, and the opportunities that comes with being an integral part of a leading Russell Group university gives us confidence that our research profile will rise substantially in the next research exercise, due to be completed in 2014, when the RAE is replaced by the **Research Excellence Framework** (REF).

## Engagement

Our mission commits us to being at the forefront of understanding business and professional practice and policy. It also commits us to contributing to the community we serve and to creating a learning community that extends outwards beyond both regional and national boundaries. As such, engagement activity informs everything we do. A number of our programmes have been designed to meet the needs of professions and corporate bodies. We arrange extra-curricular activities for our students to aid their development. Our workload management system incentivises staff to engage with business, policy-makers, and society. And our curriculum is developed so as to be relevant to the communities we serve, by taking on board the views of our alumni and bringing their experience to bear on our work with industry and policy-makers. The School has direct engagement with and influence on government policy-making at regional, national, and international levels.

The School regularly hosts external facing events, in collaboration with commercial partners, to demonstrate the application of academic research to business practice. Newcastle having been designated a Science City, the School also plays a major part in developing linkages with business and industry in areas of scientific research where the University is a world leader.

Beyond this, the School has a number of external sponsors and benefactors.. The David Goldman Endowment was established in honour of the late David Goldman, the founder of the Sage Group, and supports the School's Chair in Business Innovation as well as visiting scholars and doctoral students. The Alcan Chair of Management was endowed in the 1990s and the School's Chair of Health Economics is supported by the Health Foundation. In addition, the School has recently re-invigorated its **Advisory Board** to allow it to draw on the experience of senior commercial figures regionally, nationally, and internationally. The School is increasingly engaging with issues relating to the social responsibilities of corporations and bringing the debate about corporate social responsibility to the business community.

## Role description for Professor of Marketing

### Overview

As a Professor at Newcastle University, you will be a leader within the academic community. You will be expected to have an international reputation in your academic field and to demonstrate leadership both within the University and externally, with recognition often extending beyond academia into relevant policy and practice communities. Professors are expected to undertake research and

teaching. Engagement is not normally a separate third activity, but in the main derives from research and teaching activities. The University engages with civil society as an educational and research institution, and therefore the expectation is that engagement activities will be carried out not just in the sense of good citizenship, but specifically based on academic expertise and experience.

Professors may or may not have line management responsibilities such as those carried out by the Head of an Academic Unit. However, it is expected that all professors will provide leadership within their academic discipline and make an appropriate contribution to the management of their academic unit, faculty and/or to the University.

The key areas of activity of all academic staff, including professors, at Newcastle University are set out in the university's [Academic Job Summary](#). Further information on the levels of expertise and contribution expected of professors is [here](#).

### **The role of the Professor of Marketing within the Business School**

As Professor of Marketing you will work closely with [Professor Klaus Schoefer](#) in providing the [Marketing Subject Group](#) with intellectual leadership, fostering a culture of research excellence, and guiding the development of your colleagues. Working closely also with members of the Executive Team and Board, as well as with Subject Group colleagues, your role will be to deliver the mission of the School through teaching, research and engagement. Specifically, you will:

- help lead the development of the School
- publish in leading high quality journals
- pursue external funding and engagement opportunities
- attract and supervise research students,
- be closely involved in mentoring, recruiting and developing academic staff; and
- advise on undergraduate and postgraduate programme development.

The School has every incentive to encourage its professorial staff to maintain and develop their research activity, given their role in leading by scholarly example and providing their subject areas with a distinctive identity and profile within the research community.

## **Workload allocation**

The School operates with a formal Workload Allocation Model. The model ensures that the distribution of the workload between subject areas can be continuously reviewed and is fairly distributed. The academic workload in the School breaks down into three main components: teaching, research, and administration. Research allowances are allocated dependent on performance. Reduced teaching allowances are given to new staff to encourage them to develop their research profiles. Research sabbaticals are recorded on the model and all the main administrative roles performed by faculty are given a notional tariff.

## **Person specification**

We are looking to appoint an outstanding academic with a flair for leadership, internally and within their field. Being a senior academic position within a leading Russell Group university, candidates will need to provide evidence that they meet the demanding requirements that go with a professorial appointment of this standing. These requirements divide between those that are essential (to be considered for appointment, candidates must show they can meet them) and desirable (it will strengthen a candidate's application if he or she can meet them).

### **Qualifications**

#### Essential

- PhD (or equivalent) in relevant area; and
- honours degree in relevant area.

#### Desirable

- higher education teaching qualification or equivalent

### **Experience and achievements**

#### Essential

- evidence of leading within the academic community;
- a strong track record of recent publications in leading international business and management journals;
- the ability to teach the relevant subject area at undergraduate and postgraduate levels;

- an appreciation of how to undertake research in relation to external organisations and how to inform and influence practice and/or policy through the dissemination of research findings;
- demonstrable potential to attract major research grants/success in applying for research funding; and
- success in supervising research students through to completion.

### **Skills, abilities, and personal qualities**

#### Essential

- leadership of academic team;
- the ability to respond enthusiastically and positively to students;
- excellent communication and organisation skills;
- the ability to meet deadlines; and
- good team working skills.

### **Key Terms and conditions**

The post of Professor of Marketing will be offered on a permanent basis.

#### **Reward package**

The reward package has two main elements, salary and defined benefit pension:

- **Basic salary.** The starting salary will depend upon previous experience and track record and experience. There is an annual review of salary, based upon performance but taking account also of movements in the cost of living. Additional awards may be made either as bonus payments or as additions to base pay.
- **Pension.** You will be offered membership of the Universities Superannuation Scheme on a salary sacrifice basis. You may opt out of the scheme (or of the salary sacrifice arrangement) to be covered by a personal pension scheme or the State Earnings Related Pension Scheme (SERPS).

## Annual leave

You will be entitled to 30 days' holiday with pay in each holiday year, plus public holidays.

## Location

Your normal place of work is Newcastle upon Tyne. We do not impose any residence requirements but do expect Professorial Staff to be visible and present in Newcastle to fulfil the expectations set out in the Professorial Role Profile.

## Nationality

You will be required to have the normal eligibility requirements to work in the UK. Essential information for international staff arriving to work at Newcastle University can be found in our [Welcome Pack](#).

## Equal Opportunities Policy Statement

Newcastle University is committed to securing equality of opportunity in employment and to the creation of an environment in which individuals are selected, trained, promoted, appraised and otherwise treated on the sole basis of their relevant merits and abilities. For this purpose all applicants will be asked to answer Equal Opportunities monitoring questions as part of the recruitment and appointment process. All new employees are provided with a copy of the Equal Opportunities Policy on appointment. Further copies may be obtained from the Human Resources Section.

## Timetable

The closing date for applications is **noon on Monday, 12 March, 2012**.

A Selection Committee, chaired by [Professor Tony Stevenson](#) (Pro-Vice-Chancellor for Planning and Resources), will assess all applications on merit according to the evidence presented and in line with the principle of free and fair competition. At all stages of the recruitment process, applicants will be offered the chance of feedback on their applications.

Short-listed candidates will have the opportunity to visit the School, meet faculty members, and have a confidential one-to-one briefing with the Director, Professor Ian Clarke.

## How to Apply

Our application process is designed to be fair, rigorous, and easy to use.

To apply for the position of Professor of Marketing, please submit:

- A covering letter of no more than 1500 words that addresses the essential and desirable criteria in the person specification of the particulars. The Selection Committee will find it particularly helpful if you can cite examples of your achievements and skills, making clear the difference you personally made to the events you describe.
- An up to date CV that includes details of academic publications and research grants. Candidates are advised that following the introduction of the Employment Equality (Age) Regulations 2006, you are no longer obliged to provide your date of birth on your CV
- A completed [personal data form](#).

These documents should be emailed to [nubs@sylllogism.co.uk](mailto:nubs@sylllogism.co.uk)

### Contacts

For an informal discussion about the role and how to apply please contact Christopher Lake at [nubs@sylllogism.co.uk](mailto:nubs@sylllogism.co.uk) or telephone him on +44 (0) 20 7873 2217.

We plan to take up references for short listed candidates before interviews are held. References will not be taken up without your prior consent.

All communications will be by email, so please check your inbox regularly.

### Disclosing a disability

There are good reasons to let the University know that you have a disability. It would help us be better prepared to explore with you the reasonable adjustments in the workplace that could help you work more safely and/or efficiently. It would also give you legal protection if you felt you had been treated unfairly at work because you are disabled. If the University does not know, it cannot help you.

More generally, disclosing will ensure that the University's monitoring data is accurate and will provide a genuine reflection of the numbers of applicants and staff who are disabled. This way we can make sure that the appropriate resources and training are in place. The University will be better placed to make good decisions in its forward planning if the data it is using is accurate.

The Disability Discrimination Act 1995 defines disability as:

**‘A physical or mental impairment which has a substantial and long-term adverse affect on a person’s ability to carry out normal day to day activities.’**

When deciding if you come within the definition, think about the effect of your impairment without treatment or medication (except for eyesight that can be corrected with glasses or contact lenses). Long term means for at least 12 months.

Recent amendments have included the following additional definitions:

- If you have been diagnosed as having cancer, HIV infection or multiple sclerosis you will automatically be considered as disabled.
- If you are registered blind or partially sighted or certified as blind or partially sighted by a consultant ophthalmologist, you will automatically be considered as disabled.

You can get additional information about disability from the Equality and Human Rights Commission. Web site <http://www.equalityhumanrights.com> or telephone 08457 622 633

### **Disability related issues with applying or attending for interview**

If you are not able to apply online, the relevant forms and job details are available in a range of different formats, eg, tape, Braille, or in large print. To request a different format, please contact the Human Resources Section at the contacts provided at the end of this document.

If you are invited for interview, you will be asked to describe your disability and to indicate whether any special arrangements or adjustments will be needed to ensure that you are not placed at a disadvantage because of your disability. If you would require us to provide assistance such as a British Sign Language/English interpreter, or a supportive person, that would take some time to organize, please let the Human Resources Section know now. Similarly, not all our interview locations are wheelchair accessible, so it would be helpful if you could let the Human Resources Section know in advance if you require this facility.

### **Criminal Records Bureau Disclosures**

If this position is exempt from the Rehabilitation of Offenders Act 1974 (Exemptions) Order 1975 as amended by Amendment Orders 1986, you will be subject to a criminal check through the Criminal Records Bureau (CRB) before the appointment is confirmed. This check will include details of cautions, reprimands or final warnings, as well as convictions. Applicants are encouraged to declare as soon

as possible, details of any criminal convictions, cautions or reprimands and final warnings and any other information that may have a bearing on their suitability for the post. Please note that only relevant convictions and other information will be taken into account so disclosure need not necessarily be a bar to obtaining this position.