



DUBLIN CITY UNIVERSITY BUSINESS SCHOOL (DCUBS)

Professor of Marketing

Background

An innovative and dynamic Business School, DCUBS offers an extensive range of research and taught programmes at undergraduate, postgraduate, executive and doctoral levels. Working in close collaboration with other DCU faculties, business interests in the public and private sectors, and its international partners, the School's portfolio of programmes is regularly updated and expanded to reflect the changing needs of business leaders.

Due to retirement of the post holder, applications are now invited for the post of Professor of Marketing. The successful candidate will play a leadership role in research and teaching activities in Marketing at DCUBS. The post-holder will be a member of the Marketing Group within DCUBS, reporting to the Executive Dean of DCUBS.

The successful candidate will be expected to lead and engage in high quality research and to contribute to teaching on the range of programmes offered by the School at undergraduate, postgraduate, executive and doctoral levels. The successful candidate will also be required to make an appropriate contribution to School management and administration through roles such as Group Head and Programme Director.

Main Duties and Responsibilities

The post-holder will play a leadership role in the research and teaching activities of the Marketing Group and DCUBS more generally, and will also be responsible for appropriate management and administration duties. The Marketing Group brings together academics whose research and teaching interests span a wide range of areas. The Group is primarily responsible for the full-time MSc. in Marketing Programme. The Group also plays a major role in the delivery of the innovative BSc. in Marketing, Innovation and Technology programme and of the Marketing specialism on the undergraduate BBS degree. In addition, the group contributes to the full range of academic programmes within DCUBS and the Centre for Executive Programmes, including the professional doctoral programme and the MBA.

1. Research

- To engage in scholarly research and to publish the results of this research in leading international journals.
- To provide academic leadership in the area of Marketing and to encourage and work with other members of the School on joint research activities.
- To maintain and develop a high personal and School profile through research and participation in international academic networks.
- To submit proposals to funding agencies for financial support for research and to encourage and mentor colleagues in pursuing external funding opportunities.

- To support and contribute to the enhancement of the level and quality of research and scholarship amongst colleagues.
- To participate in conferences and other activities associated with professional development.
- To help maintain and enhance a research culture by contributing to the development, co-ordination and leadership of research activities at Group and School levels.
- To forge collaborations within and outside the University.
- To supervise PhD and taught doctoral students.

2. Teaching

- To initiate new courses and programmes in co-operation with colleagues from DCUBS, other DCU units and external agencies.
- To take a leadership role in the development of teaching and learning within the Group and the School.
- To organise and undertake teaching of both graduates and undergraduates.
- To develop and participate in short-course activities.
- To supervise taught Masters dissertations and practicums.
- To use a wide range of learning and teaching methodologies which foster a positive learning environment for students.
- To work proactively with Course and Programme Directors in improving existing courses and programmes.
- To support and comply with the University and School teaching quality assurance standards and procedures, including the provision of such information as may be required.

3. Leadership and Management

- To contribute to the administration and leadership/management of DCUBS and University as appropriate, through roles such as Group Head.
- To contribute to the running of DCUBS programmes and activities through roles such as Programme Director, membership of programme boards, attendance at open days, etc.
- To be prepared to contribute proactively to formal and informal committees and teams.
- To take part in and contribute to staff development activities consistent with continuous professional development.
- To raise the external profile of DCUBS.
- To represent the School externally.
- To engage, where appropriate, in external consultancy assignments that enhance the profile of DCUBS.
- Any other duties appropriate to the position.

Person Specification

Applications are invited from academics who are established leaders within the broad area of Marketing. The successful candidate will be a person with an international reputation in research, with an ongoing commitment to excellence in teaching and learning, and will possess strong interpersonal and communication skills. Applicants must possess a doctorate in Marketing or a related discipline. Applicants should have demonstrated an active research programme with significant potential for future publication, a successful record of research supervision and income generation through research and consultancy, and experience of curriculum and programme development. Experience in industry and commerce is desirable.

This contract may be up to 10 years in duration.

For further information on general aspects of this position please contact:

Dr Anne Sinnott, Executive Dean DCU Business School.

E-mail: anne.sinnott@dcu.ie Tel: +353 (0)1 700 5396.

Salary scale

Professor:

€113,604 - €145,952

€102,244 - €131,357*

*Applies to new entrants to the public sector after 01 January 2011

Appointment will be commensurate with experience and may be subject to the first point of the salary scale.

Closing date: **3rd February 2012**

Application forms are available from:

[http://www.dcu.ie/vacancies/APPLICATION FORM 8pg.doc](http://www.dcu.ie/vacancies/APPLICATION_FORM_8pg.doc) and from Human Resources

Department, Dublin City University, Dublin 9. Tel: (01) 700 5149; Fax: (01) 700 5500

Email: hr.applications@dcu.ie

Dublin City University is an equal opportunities employer.