

Candidate Information Pack

Appointment of:

Professor of Marketing and Subject Group Head



An Introduction to Newcastle University

Newcastle University is a thriving international community of some 30,000 undergraduate and postgraduate students from over 140 countries worldwide, studying at our main campus in Newcastle and at Newcastle University London, Newcastle University in Singapore and Newcastle University Medicine Malaysia.

Ranked in the top 150 of world universities according to the QS World Ranking, we aspire to be a people-focussed university that harnesses academic excellence, innovation and creativity to provide benefits to individuals, to organisations and to society as a whole. As a member of the Russell Group of research-intensive universities in the UK, we have a world-class reputation in ageing and health, cities, culture and creative arts, data, and energy.

The University can trace its origins to 1834 and the need to address the economic, health and social demands of an industrial city. We are located in, and have contributed to, a region with a tradition of invention and innovation spanning more than 200 years, from the opening of the first permanent public railway line in 1825, through the birth of Pop Art in the 1940s to obtaining, in 2017, the world's first licence for a pioneering technique to eradicate inherited mitochondrial disease.

The University's main campus is located in the centre of Newcastle upon Tyne, the cosmopolitan capital of the North East of England. The city enjoys a worldwide reputation for the quality of its cultural and social life.

Academic Excellence

In June 2017 we were awarded Gold status in the TEF (Teaching Excellence Framework), a ringing endorsement of our long tradition of excellence in teaching.

The 2014 Research Excellence Framework (REF) placed Newcastle University 16th in the UK for Research Power and the vast majority of our research (78 per cent) was assessed to be world-leading or internationally excellent. We also ranked:

- 4th amongst UK medical schools for Clinical Medicine Research Intensity.
- 3rd in the UK for English (1st for impact), and in the top 12 for Geography, Architecture and Planning, and Cultural and Media Studies research quality.
- 1st in the UK for Computing Science research impact, 3rd in the UK for Civil Engineering research power and 11th in the UK for Mathematical Sciences research.

We are a three-time winner of the coveted Queen's Anniversary Prizes for Higher and Further Education, in 2005, 2009 and 2013 for our innovative solutions to mine water pollution, our research into ageing and most recently for our research into rural economies and societies.

There are a number of characteristics that have defined us over the years, and which will continue to be prominent features of our new [Vision and Strategy](#), launched in October 2018. Our University is known for its longstanding commitment to equality, diversity and inclusion, respect and social justice. The Vision builds on these core values and identifies three aspirational values or excellence, creativity and impact, supported by a set of guiding principles that inform everything we do.

Globally Ambitious

We have extended our reach beyond the UK by establishing a presence in Singapore and Malaysia. In 2008, in partnership with the Singapore Institute for Technology, we opened our Newcastle University in Singapore where we now offer five degree programmes supporting more than 700 students annually, together with a number of Masters programmes.

With the opening of Newcastle University Medicine Malaysia (NUMed) in 2011, we became the only UK University to have a fully owned medical campus overseas. NUMed delivers degrees in medicine and biomedical sciences to 800 students. The first doctors from NUMed graduated in June 2014.

Meanwhile, Newcastle University London, located in the City of London, opened in September 2015. Here we provide full and part-time undergraduate and postgraduate study programmes for students from all over the world, with a focus on business programmes. Newcastle University London also provides students and staff with increased links to national and international businesses.

The University is 27th in the Guardian University league tables 2019, 22nd in the Complete University Guide 2019, 21st in the Times/Sunday Times Good University Guide 2019 and in the top 150 of universities in the world in the QS World University Rankings 2019 and top 200 in the Times Higher Education World University Rankings 2019.



Student doctors at NUMed; the Newcastle Research and Innovation Institute in Singapore; and NU London.

Excellent Staff and Students

Newcastle University has won the Outstanding Leadership and Management Team category in the Times Higher Education Leadership and Management Awards on two separate occasions, receiving praise for our innovative programmes to develop leadership throughout the University and improve the diversity of those in senior positions.

In terms of colleagues and student numbers, the University has recently grown more rapidly than comparable institutions, with income of more than £571 million in 2018/19. We are one of the largest employers in the North East of England, with approximately 6,200 colleagues. Our recent engagement survey says our staff enjoy working here and we were placed in the top five of the best places to work, according to the Best UK University Workplace survey carried out by the Times Higher Education magazine in 2014.

Student satisfaction at Newcastle University is consistently above the national average. Traditionally we have strong performance in the National Student Survey (NSS) with the 2019 survey showing that 85% of students were satisfied with their time in Newcastle. Newcastle University students are also among the most employable in the UK, 85% are in graduate level jobs or further study within six months of graduation, while our 230,000-strong global network of alumni in 186 countries around the world encourages mutual support and connects us with every type and level of industry.

Investing in world-class facilities

The University's financial position is strong: over the past few years we have invested approximately £100 million per year in our city centre campus and will continue to invest over the coming years. This has enabled us to achieve major refurbishments of our existing estate, for example the phased refurbishment of the Armstrong Building, the development of the 1,277 bed accommodation complex Park View Student Village, a new £25m sports centre providing state of the art facilities for our sports and exercise science degree programme.

In partnership with Newcastle City Council and Legal and General, we are creating Newcastle Helix, a £350m urban regeneration project which is the largest of its kind in the UK. Here you will find the University's Urban Sciences Building, home to the School of Computing, The Frederick Douglass Centre complete with a 750 seat auditorium and The Catalyst, headquarters for the UK's National Innovation Centres for Ageing and Data and the National Institute for Health Research Innovation Observatory. Together with the Urban Sciences Building, these innovation centres will create a full-scale demonstration site in the heart of Newcastle that will provide real-world solutions to the issues facing modern and growing cities that businesses and communities can get involved with and help to shape. These projects are creating high quality teaching, learning, social and living environments for our students and colleagues.

We also invest in cultural venues linked to our academic excellence. The Hatton Gallery is part of our world-class School of Arts and Cultures while the Great North Museum: Hancock (GNM) is home to extensive natural history, archaeology and ethnography collections. Both venues support our research and engagement activities. Most recently, the GNM hosted the Natural History Museum's 'Dippy on Tour' with supporting exhibition materials based on our climate change research.

Organisation and Structure

Led by the Vice-Chancellor and President, Professor Chris Day, the other senior leaders of the University include our Deputy Vice-Chancellor, Professor Julie Sanders, and three cross-cutting Pro-Vice-Chancellors (PVCs) who provide strategic leadership on a University-wide basis for each of our three core academic functions: Education (Professor Suzanne Cholerton); Global (Professor Richard Davies); Research Strategy & Resources (Professor Brian Walker)

Delivery of the core academic functions occurs in our three faculties, each of which is led and managed by a PVC: [Faculty of Humanities and Social Sciences](#) (HaSS; Professor Nigel Harkness); [Faculty of Medical Sciences](#) (FMS; Professor David Burn); [Faculty of Science, Agriculture and Engineering](#) (SAGe; Professor Phillip Wright). The remainder of the Executive Board is made up of the Registrar (Dr John Hogan) and the Executive Directors of Finance - Richard Dale, People Services - Adrienne McFarland, Corporate Affairs - Abi Kelly and Academic Affairs – Dr Colin Campbell.

Each Faculty consists of a number of academic units, typically schools or research institutes. The core academic functions and line-management structures combine to form the academic map of the University in which we envisage the faculties as vertical columns, with the core functions as cross-cutting institutional activities. Interdisciplinary and cross-disciplinary activities are coordinated and supported by the functional PVCs.

The University's new [Vision and Strategy](#), which launched in October 2018, comprises of four core strategies: Education, Research, Global, and Engagement and Place. Each of these is supported by a series of strategic enablers that provide a focus for a range of underpinning activities. This includes our People strategic enabler.

Distribution of Academic Schools and line-managed Institutes

Humanities and Social Sciences	Medical Sciences	Science, Agriculture and Engineering
Architecture, Planning & Landscape Arts & Cultures Newcastle University Business School Combined Honours Centre Education, Communication & Language Sciences English Literature, Language & Linguistics Geography, Politics & Sociology History, Classics & Archaeology Newcastle Law School Modern Languages Humanities Research Institute Institute for Social Renewal Institute for Creative Arts Practice	Biosciences Institute Translational and Clinical Research Institute Population Health Sciences Institute School of Biomedical, Nutritional and Sport Sciences School of Dental Sciences School of Medical Education School of Pharmacy School of Psychology Newcastle University Medicine Malaysia	Computing Engineering Mathematics, Statistics & Physics Natural & Environmental Sciences Newcastle University in Singapore Agri-Food Research & Innovation Digital Institute

Living and Working in Newcastle

Newcastle is the cosmopolitan capital of the North East of England. Over the past 20 years, a cultural regeneration has changed the area beyond recognition, creating a stunning cityscape and a special place that rewards people who choose to visit, live, work, study and invest here.

Today, Newcastle is a modern, compact and culturally vibrant European city with a strong identity. The city centre is easy to get around and offers excellent shopping, restaurants, museums, galleries and cinemas. The city centre is renowned for its stunning architecture with many fine buildings and streets including Grey Street, described by renowned architectural historian, Nikolaus Pevsner, as ‘one of the finest streets in England’. Once a busy industrial and commercial dockside, Newcastle’s Quayside is now packed with cafés, bars and restaurants from which to enjoy views of the River Tyne and its bridges.

Neighbouring Gateshead, on the south bank of the Tyne, is now famed for its contemporary culture and iconic structures, including BALTIC, converted from a landmark industrial building in the 1990s and now a major international centre for contemporary art, the Sage Gateshead concert venue occupying a curved glass and steel building designed by Norman Foster, the Stirling Prize – winning Gateshead Millennium Bridge and Antony Gormley’s Angel of the North.



Sports fans are spoilt for choice in Newcastle, with regular top flight football, rugby and basketball fixtures taking place in the city. Gateshead Stadium brings international athletics to the region, while the world-class Durham International Cricket Ground plays host to county, one-day international, Twenty20 and Test matches. Nearby, Close House golf resort is listed among the UK's top 100 golf courses and, every year, the world's largest half marathon, the Great North Run, attracts some 57,000 participants and many thousands more spectators.

The region is steeped in history. The Northumberland coast and its historic castles, designated as an Area of Outstanding Natural Beauty, are only 30 minutes' drive to the north, while to the west lies Hadrian's Wall world heritage site. South of the city is County Durham where the ancient City of Durham is complemented by a heritage coastline and rural towns and villages.

Exceptional transport links connect the city and region to the rest of the UK, Europe and beyond. Newcastle International Airport is just over 20 minutes from the city centre by car or public transport, from where there are direct flights to and from London (Heathrow and Gatwick), Dubai, Amsterdam, Brussels, Dublin, Paris, New York and over 65 other destinations around Europe, together with frequent flights to most major domestic hubs. The East Coast mainline provides direct access to London by train in less than three hours and Edinburgh in just over an hour, with trains running approximately every 30 minutes. The A1(M) motorway links the area to London, Edinburgh and other major UK cities.

Getting around Newcastle on foot or by public transport is much easier than in many other urban centres. The modern, integrated transport system includes an extensive network of local buses and the Metro which connects the airport, city centre, coast and Sunderland. Services are reliable and good value and make commuting extremely easy.

Our region is one of the best value places to live in the UK based on the average cost of living, and property is significantly more affordable than in many other parts of the country. From carefully restored Victorian terraces to contemporary city-centre apartments, semi-rural locations to a seafront home, the region offers a wealth of choice in accommodation.

Newcastle's hospitals have an international reputation for excellence in health care, and the University works in close partnership with the Newcastle Hospitals NHS Foundation Trust. Our National Health services are some of the best in the country, and our hospitals – including the Royal Victoria Infirmary and the Freeman and Queen Elizabeth hospitals – are also significant employers.

Education here also has a strong reputation, with a choice of excellent state and private schools, several FE colleges and of course world-class higher education provision.

The Faculty of Humanities and Social Sciences (HaSS)

[The Faculty of Humanities and Social Sciences](#) is an exciting, multi-disciplinary faculty and is structured around nine academic schools, a Combined Honours Centre & Philosophical Studies Group, a [Confucius Institute](#), and a University-wide [Language Resources Centre](#).

The academic schools are:

- Architecture, Planning and Landscape
- Arts and Cultures
- Business
- Education, Communication and Language Sciences
- English Literature, Language and Linguistics
- Geography, Politics and Sociology
- History, Classics and Archaeology
- Law
- Modern Languages

The Faculty has a total of 700 academic and research staff FTE and 230 support staff across this range of disciplinary areas. Income has grown steadily in recent years, reflecting the strong market demand for many of the Faculty's degree programmes and in 2016/17 turnover was £140 million, which generated a healthy surplus to the University.



It has a significant and diverse student population, with success in recruiting international students to many areas, and currently has 9,850 undergraduates, 2,400 postgraduates and 600 PhD students. Enhancing doctoral education is a key strategic priority. In 2016 the Faculty successfully partnered with fellow universities in the North East and Northern Ireland, including Durham and Queens University Belfast to form the NINE Doctoral Training Partnership which was awarded £12million by the ESRC. In 2013 the Faculty, in partnership with Durham University and Queen's University Belfast, was awarded £11.2million by the Arts and Humanities Research Council (AHRC) to create the Northern Bridge Doctoral Training Partnership and we are currently partway through a submission for the DTP2 scheme with an expanded consortium (Newcastle is the lead Research Organisation in this bid.)

The Faculty promotes excellence in research, teaching and engagement activities in the creative arts, humanities, social sciences, business and related disciplines. It strives to deliver:

- High quality research of significance to policy makers, practitioners and fellow researchers, disseminated widely and published in the most impactful outlets and journals;
- Educational programmes that are prized by students, alumni and employers alike for the high quality of the learning experience and the readily transferable knowledge and skills of graduates.

Through extensive engagement activities the Faculty also aims to achieve impact on policy makers, professionals, practitioners and partner organisations in the cultural, social and economic spheres and a great deal of the research undertaken has had substantial impact on a wide range of user communities in the UK and internationally. One recent success story is the Heritage Lottery Fund Grant for the [Hadrian's Wall Community Landscape Archaeology Project](#) which will work with hundreds of volunteers and many partner organisations in northern England to enable community-based conservation and research along the whole length of the Wall and its region.



The Faculty currently houses three interdisciplinary research institutes. The Newcastle Institute for Social Renewal (NISR) has played a key part in policy making and the understanding and practice of social renewal. Its responsive mode funded projects acts as seed-bed for interdisciplinary engaged research. NISR has helped shape the vision and develop proposals for large UKRI initiatives across the University such as Digital Civics and the Digital Economics Research Centre. It is a European partner in H2020 ACCOMPLISSH developing models of co-creation between academic, industry, governments and societal partners: a prime example of this is the nationally recognised Newcastle City Futures project. The Newcastle Institute for Creative Arts Practice (NICAP) is a hub for creative arts at the University and beyond. It stimulates interaction between our creative practitioners and showcases their work, exploring ideas and challenging perceived boundaries between academic disciplines. The Institute was shortlisted for the Times Higher Awards 2016 for Excellence and Innovation in the Arts and is an important bridge to many external partners in the creative and cultural industries. The Faculty also houses the Newcastle University Humanities Research Institute (NUHRI) which was created to foster the work of Humanities disciplines and to provide the capacity and infrastructure for pursuing larger and more complex grant applications. Areas of focus in NUHRI at the moment include medical and digital humanities as well as the Vital North partnership with Seven Stories, the National Centre for Children's Books which is based in The Ouseburn Valley in Newcastle. The Seven Stories partnership was awarded the Knowledge Exchange / Transfer Initiative of the Year at this year's THE Leadership and Management Awards and in 2017 several of our cultural partners including Tyne and Wear Archives and Museums, Northern Stage, Seven Stories, and the NewBridge collective enjoyed the recognition of Arts Council England National Portfolio Organisation awards that directly mentioned the University as a mission critical partner.

The Faculty is home to a vibrant and internationally prominent community of researchers and it supports research through the activities of the Research Institutes, a number of established Research Centres and Research Groups including the award-winning Newcastle Centre for the Literary Arts, which hosts an annual poetry festival in Newcastle and regular public events and which has staff who have won major prizes for poetry (TS Eliot Prize for Jacob Polley in 2016 and the Forward Prize for Poetry for Sinéad Morrissey in 2017 are just recent examples of achievements).



Research activities within the Faculty span a broad range of subjects and significant expertise and strength has been developed in many areas including:

- Cities;
- Creative Writing;
- Creativity and Performance;
- Film and Media Studies;
- Heritage;
- Innovation and Entrepreneurship;
- Landscape, Space and Place;
- Linguistics and Language Sciences;
- Medical Ethics;
- Oral History;
- Qualitative Social Sciences;
- Translation and Interpretation.

There is a drive to improve research funding building on a number of success areas. Research grant and contract income has risen to £6.0 million in recent years, and notable successes have been achieved in winning Research Councils UK income.

The Faculty has been awarded an Economic and Social Research (ESRC) Impact Acceleration Account to enable it to work better with partners to enhance the impact of research. Newcastle University is working closely with Durham University on this initiative to share expertise and strengths for the benefit of the North East, building upon an existing range of partnerships, through a joint scheme for funding collaborative impact activities and a shared capacity-building training programme.

Creative Fuse North East is a multi-disciplinary £4.5m budget multi-stakeholder research project focused on the strength, diversity and nuanced nature of the North East's creative, digital and IT (CDIT) sector. Led by Newcastle it brings together all five North East universities with a range of large and small businesses and practitioners to investigate how the sector can grow and contribute more impactfully to the regional economy, assessing and developing new ways of collaborative working between Higher Education and the CDIT sector and addressing the need for the right skills and aptitudes for a sustainable industry into the future.

The Faculty has benefitted substantially through major capital investment, which in recent years has included a state-of-the art new £40million building for the Newcastle University Business School which opened in September 2011, and the sympathetic renovation of the historic Armstrong Building over five years in a £25million development which has provided world-class accommodation for the Schools of Arts and Cultures, and History, Classics and Archaeology. In 2017 a cutting-edge workshop extension to our Architecture, Planning and Landscape complex opened to great acclaim and the next few years will see a major refurbishment of the Clarendon-Daysh complex, which will house flagship social science subjects as well as the Faculty Professional Services team, and the opening of a £34 million state of the art Learning and Teaching Centre which will provide additional space and facilities for our Business School staff and students among others.

Vision and values

The Faculty is open to the world and seeks to address social and global challenges through its thinking, making, and practice. Building on the strong cultural heritage of our disciplines, we value enquiry, exploration, and creativity. We are committed to enabling a supportive culture for our staff and students, which prizes trust and integrity, values diversity and inclusiveness, and promotes wellbeing in collaborative and inspiring environments.

The Faculty aims to be renowned nationally and internationally for the excellence of its research, teaching and engagement activities across the creative arts, humanities and social sciences.

Current priorities include strengthening its research strategy by promoting a culture of excellence through the research portfolio; building upon an internationally recognised AHRC/ESRC funded doctoral training programme; launching new programme areas to assist the University to realise its ambitions for growth; further expansion of domestic and international strategic partnerships and strategic development of the Business School. We share the ambition for global excellence that is part of the current development of the University vision and strategy led by the Vice-Chancellor and President.

As part of that developing strategy, the Faculty is leading on the iteration of a '10th School' intended to foster creativity and inter and transdisciplinary practice and dialogue in the University across all areas of our work, from undergraduate programmes to International research collaborations. There is a really exciting opportunity for the PVC HaSS to join a creative and ambitious team developing new programmes, initiatives and spaces as part of this agenda. A longer term strategy for the acquisition, duration and interpretation of archives is also being co-created between the faculties and the University Library and Special Collection teams and we have real opportunities to build on a track record of excellence in this sphere which includes AHRC funded work on the Bloodaxe archive and world-class collections pertaining to children's literature as well as the internationally significant Gertrude Bell archive. This archive is recognised by UNESCO and has been added to their International Memory of the World Register as a collection of global significance, one of only 16 UK held collections to be added to the International Register.

The Faculty, as its values statement indicates, is hugely committed to the broadest possible work on Equality, Diversity and Inclusion over the next decade. We are extremely proud of our Athena SWAN awards for arts and humanities and social sciences (including bronze awards respectively for English Literature, Language and Linguistics in 2016, Geography, Politics and Sociology in 2017, and Law in 2018) and all of our schools are committed to a rolling programme of submissions by 2020. We have active ED&I champions among our staff and student communities, and are working to embed our commitment in our teaching and research, as well as undertaking action on a range of issues such as the representation and inclusion of BAME and LGBT+ staff and students. It is the Faculty's strong desire that the next post holder continue to champion this work.

The Business School

The Business School

Newcastle University Business School is located in Newcastle City Centre and at the gateway to the Newcastle Helix, a £350million partnership between Newcastle University, Newcastle City Council and Legal and General, where business meets Science.

Home to 4000 students, Newcastle University Business School is one of an elite group of Business Schools worldwide to hold triple accreditation from the three internationally recognised accreditation bodies: AMBA, AACSB, and EQUIS. This places us in the top 1% of business schools worldwide and is testament to our reputation for Teaching and Research. Our vision is to be globally renowned for the Future of Work and developing students for a future they can shape. We are an internationally excellent business school known for our academic ambition, excellent education, distinctive community, innovation and real-world reach and building a responsible future for both business and society across the globe. We inspire new global perspectives in the Future of Work and Leading on Leadership through vibrant collaboration. We drive excellence in research, innovation and education to create opportunity for our students, staff and partners. Our thinking, combined with a first-class reputation for academic excellence, high graduate employability and student experience, ensures that we are a first-choice destination for students from across the world.

Newcastle University Business School delivers excellent education and research that reflects the Future of Work and harnesses academic excellence, innovation and creativity to provide benefits to individuals, organisations and to society. We develop global graduates who can: lead and shape futures; work collaboratively with external partners to grow economies and develop leadership capacity and; champion ethical and responsible management practice. We offer a range of undergraduate and postgraduate programmes, PhDs, MPhils and our MBA programme. International students now account for 34% of the undergraduate population and 81% of the postgraduate taught student body. We are currently ranked 8th in the country for Marketing (according to the Complete University Guide.)

Newcastle University Business School takes pride in its global outlook and the international composition of its staff, students and institutional partnerships. The School is a member of the Academic Collaboration Network, comprising high quality business schools around the globe (Fudan University School of Management, Questrom School of Business, Boston University, IIT Ahmedabad, University of St Gallen, Yonsei University Business School). Together with our partners we work on innovative research collaborations, dual degree programmes and unique student projects.

At [Newcastle University Business School](#), research is at the heart of everything we do and we have an internationally distinctive research reputation across a range of disciplines. In the 2014 Research Excellence Framework we were ranked 14th in the UK for Research Power. 97% of outputs were internationally recognised and 60% were world-leading or internationally excellent. Research activity across the School is led by a Director of Research and Subject Group Research and Impact Leads and Research Community Leads supporting 170 academics based across in Newcastle and London.

Research

Interdisciplinary projects with the University National Innovation Centres in Data and Ageing Intelligence include *Big Data-based Identification and Mapping of Temporal Dynamics of Industrial Clusters*, *Privacy-Aware Cloud Ecosystems* and *Trust engineering for the financial industry*.

Indicative Examples of Research Projects

- Drs Rebecca Casey and Josephine Go Jefferies were co-investigators on an NHS Newcastle Gateshead Clinical Commissioning Group (CCG) funded project (2017), 'Evaluation of the Roles, Responsibilities and Relationships of Managers (NHS and Partner organisations) and their views and experiences of Barriers and Drivers to Innovation in the health service: Vanguard New care models study'.
- Dr Fiona Whitehurst was principal investigator and Dr Paul Richter was co-investigator on a UK Commission for Employment and Skills funded project (2015-2016), 'CAPTURED - Building Leadership Capacity in Small Businesses'.
- Dr Robert Newbery was principal investigator on a Comic Relief UK funded project (2016-2018), 'Scaling innovative rural distribution for farmer's inputs: Farm Shop's retail micro-franchise network'
- Professor Alan McKinlay, Professor Savvas Papagiannidis and Dr Fiona Whitehurst were co-investigators on an AHRC funded project (2016-2019), 'Creative Fuse North East'
- Dr Jane Gibbon is principal-investigator on two ESRC IAA funded projects, 'Social Enterprise in the English Prisons System' and 'Capturing Social Value Added within Public Sector Prisons in the NE UK' (2015 & 2019)
- Dr Stefanie Reissner was principal investigator on a British Academy of Management funded project (2018-2019), 'Becoming a Vet: Veterinary Students' Experience of Professional Identity Development'
- Professor Charles Harvey is principal investigator on an Inamori Foundation funded project (2018-2022), 'Ethical Leadership and Entrepreneurial Philanthropy in Japan'
- Dr David Lain was principal investigator on a Norwegian Research Council funded project (2017-2018), 'Challenges and Possibilities for Mobility for the 50+ Population'
- Dr Stefanie Reissner was principal investigator on a British Academy funded project (2016-2018), 'In the Borderland: Spatial and Conceptual Boundaries of Teleworkers' Work and Nonwork Spaces'
- Dr. Karen Elliott is co-investigator on an EPSRC funded project (2018-2021) with Computing Science, 'Trust Engineering for the Financial Industry' in partnership with Atom Bank
- Professor Matthew Gorton is principal investigator and Dr Arijit De is co-investigator on a European Commission funded project (2017-2021), 'VALUMICS: Understanding food value chains and network dynamics'
- Prof. Jingxin Dong is principal investigator and Professor Christian Hicks is co-investigator on a British Council (India-New Delhi) funded project (2017-2020), 'UKIERI: Collaborative decision making on container supply chains'
- Professor Darren Duxbury is principal investigator on a Royal Bank of Scotland funded project (2018 and 2019), 'Attitudes to Cash-Survey Phase 1'

- Professor Giorgio Fazio is principal investigator, and Dr Sara Maioli, Professor Jonathan Sapsed and Dr Wessel Vermeulen are co-investors on an AHRC/Industrial Strategy Challenge Fund funded project (2018-2023), 'Centre of Excellence for Policy and Evidence in the Creative Industries (CEPEC)'
- Professor Sue Chilton, Professor Darren Duxbury and Dr Hugh Metcalf are co-investigators on a NERC funded project (2019-2024), 'GCRF Hub Living Deltas'
- Professor John Wildman is co-investigator on an NIHR funded project (2015-2020), 'Resource Allocation in NHS Dentistry: Recognition of Societal Preferences'
- Professor Matthew Gorton is principal investigator and Dr. Sara Maioli and Dr Robert Newbery are co-investigators on an ESRC funded project (2018-2019), 'Productivity Insights Network'
- Professor Savvas Papagiannidis is Principal Investigator on an Office for National Statistics funded project (April – December 2019) with co-I from Lingnan University, Hong Kong, 'Big Data-based Identification and Mapping of Temporal Dynamics of Industrial Clusters and co-investigator on an EPSRC funded project (2018-2021) with School of Computing, 'PACE: Privacy-Aware Cloud Ecosystems'



The Post

At our core, Newcastle University Business School is an integral part of a founding Russell Group University that exists for the public benefit to advance education, learning and research. Our Vision is to build on this core purpose **to become a globally renowned international business school that delivers excellence in the Future of Work and develops leaders for a future they can shape**. In making progress towards our Vision we will play an integral part in the University's Vision to become a globally inclusive institution providing new knowledge and creative solutions that make a positive impact on the economy and society of our region, the UK and beyond.

Newcastle University is continuing its substantial investment in the Newcastle University Business School with a Vision and Strategy to develop world leading reputation in the Future of Work and Leading on Leadership. You will join a leading international business school which is triple accredited, ranked in the world top 150 according to QS World University Rankings 2020, and an integral part of a founding Russell Group University

We are looking for an influential leader who is ready for a senior academic leadership and management role, tenured for four years (renewable). You will have the experience to join the School Executive Board and to lead and manage the Subject Group of Marketing, Operations and Systems which comprises 54 academics and growing. The role is supported by two Deputy Subject Group Heads, a Research and Impact Lead, three Research Community Leads, Professors and an Education, Employability and Enhancement Lead. You will work closely with the other four Subject Group Heads (Newcastle and London), Deputy Directors and the Director of School.

As Professor, you will have a focus on interdisciplinary research in the Future of Work, and disciplinary expertise in at least one of the following areas: digital marketing, marketing/branding analytics, international marketing, services marketing, consumer psychology and marketing communications, which stretches the activities of the Marketing research communities and contributes to the undergraduate and postgraduate programmes. In particular you will lead/contribute to the Strategic Marketing, Operations and Supply Chain Module for the MBA, contribute to refreshing the MSc International Marketing programme and Digital Marketing modules. You will have experience with policy, practice and impact and funded research and a passion for interdisciplinary collaboration. Your research and impact will extend the excellence in the Marketing, Operations and Systems Research Communities and contribute to taught and research programmes.

It is expected that Professors appointed to the Business School will take up tenured roles of Subject Group Head and other School leadership and management positions at appropriate times.

We are committed to creating a diverse and inclusive culture and welcome applicants who will help us realise this. *Women applicants* are particularly encouraged as women are currently under-represented in Professorial roles.

Main Duties and Responsibilities

Subject Group Head

The purpose of the role is to provide academic leadership for a defined academic unit of staff and doctoral students and to connect Subject Groups in delivering the Vision, Mission and Strategy of the School through education, research, impact, innovation and engagement, and the internationalisation of these activities. The role involves being a member of the School Executive Board, working closely with members of the Professional Services Team and members of the Subject Group and students. The main aspects of the role have been grouped into the following areas:

Leadership

- To support the Director and other colleagues to further promote and develop the vibrancy and success of Newcastle University Business School;
- To support the Director to work collaboratively to foster a values- based and gender- inclusive culture which supports equality, diversity and inclusivity and enables colleagues to thrive;
- To engage collaboratively in leadership and management within Subject Groups, committees, accreditation, events and activities of the School/University as a citizen Professor;

Research and Impact

- To work with the Director and Deputy Directors of Research, Director of Impact, Subject Group Research and Impact Lead, Research Community Lead and Postgraduate Research Lead to provide research leadership, including: developing academic colleagues, doctoral students and students to reach their potential and actively engaging in formal mentoring of academic colleagues and in particular early career researchers; contributing to the discipline in research, impact, engagement and learning and teaching; supporting the Future of Work and Leading on Leadership interdisciplinary and innovation developments; and, encouraging Research Communities, funded research teams and engaging in national and international networks.
- To deliver your own sustained world-class research which leads to impact including developing stretching and credible future facing research plans;
- To secure funded research and / or corporate & organisational engagement / Professional body related funding;
- To engage in contributions to and submission of the UoA to the REF and other external reviews of research;
- To contribute to the Research Governance processes established by the School including University and School Committees and policy;

Education and Excellent Student Experience

- To work with DELT, Directors of UG/PG Programmes, Subject Group Education Enhancement and Employability Lead and Degree Programme Directors to facilitate the delivery of outstanding learning and teaching to UG and PG students, and inspire commitment to excellent student experience.

- To contribute to the School's global reputation for the Future of Work and 'Leading on Leadership';
- To support curriculum/programme development and review for the subject and degree programme areas with relevant Deputy Director and Director of Programmes;
- To support the Group with the DELT, Directors of UG/PG Programmes in responding to internal and external surveys and reviews and professional and accrediting bodies;
- To contribute to the Educational Governance processes established by the School including University and School Committees and policy;
- To ensure appropriate allocation of resources for modules to enable the delivery of excellent education including WAM, People Plans and adjunct colleagues;

Engagement and Place and Global/Internationalisation

- To co-ordinate with the Director, Deputy Directors of School and teams and deliver suitable Subject Group engagement and internationalisation activities to deliver the School Strategy;
- To shape broader initiatives and activities that facilitate Engagement and Place, Global/Internationalisation and reputational enhancing activities of the School;
- To lead on the identification of projects from the Subject Group which could be a focus for impact, real-world reach and funding;

HR Management

Under delegated authority from the Director of the School and working with People Services to:

- With the Director, lead the recruitment and selection, probation, PDR, mentoring and HR processes for staff in the Group including AACSB qualification and CPD;
- With the Deputy Subject Group Head/s and Professional Services support, allocate workloads for staff within the Subject Group, and work to improve the process by which this is done;
- With the Professors and Senior colleagues, conduct staff annual Performance and Development Reviews,
- With relevant senior colleagues, coordinate the allocation of mentors to staff within the Subject Group;
- Contribute to School induction programme for new staff, complete probation reports for new staff in the group;
- Advise the Director on promotion, rewards and other HR matters for staff in the Group as required;
- Lead on other HR matters within the Subject Group.

Financial Management

Under delegated authority from the Director of the School to

- To manage efficiently such budgets as are devolved to Subject Groups;
- To contribute to the annual budgeting process to seek appropriate resources for the Subject Group.

Representation and communication

- To communicate effectively with the Subject Group as a member of the School Executive Board;

- To liaise with the Director and School Executive Board on a range of strategic and operational issues affecting the Subject Group and the School.
- To undertake academic duties as required by the Director of School

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.

Appointment

This senior academic appointment is open-ended. A Subject Group Head will be appointed for each of the designated academic Subject Groupings in NUBS. This will normally be for a substantive **four-year** period. The appointment can be renewed for up to a further term. As would be expected for all holders of management roles, the outgoing Head should assist in the transitional arrangements for new Heads. The appointment will be made by the Director of the School following an interview process. Normally Professors will be appointed to the role of Subject Group Head and exceptionally when advertised internally, senior lecturer or above grade will be eligible to apply.

Person Specification

	Essential/ Desirable
EDUCATION AND TRAINING (<i>academic and vocational</i>)	
A PhD in one of the subject areas identified or equivalent	E
Professional qualifications relevant to the subject area as appropriate to the discipline	D
EXPERIENCE AND ACHIEVEMENTS (<i>paid/unpaid</i>)	
Experience of or potential for senior level academic leadership to enable collaboratively shaping and delivering the new Vision and Strategy for the Business School and leading cultural change	E
Evidence of a research and impact profile and trajectory reflective of Professor, consistent with University and Business School objectives	E
Excellent industry and/or organizational and/or professional collaborations and evidence of or potential for successful impact and innovation activities	E
Experience of or potential for leading and delivering interdisciplinary research and innovation in the Future of Work and Leading on Leadership	E
Experience of leading an academic Subject Group and other Professorial roles such as leading Research Communities, funded research teams, engaging in national and international networks	E
Experience of and passion for nurturing and mentoring academic colleagues	E

Knowledge of the UK Research Excellence Framework with personal submission of high quality research and impact	E
An outstanding record of commitment to and achievement in undergraduate and postgraduate teaching and supervision and related learning and teaching activities	E
SKILLS, ABILITIES AND PERSONAL QUALITIES	
Personal resilience and highly developed management, leadership and communication skills with evidence of successful team and collaborative working	E
Experience of delivering results, effectively managing people, finances and other resources to achieve these, including workload management	E
Commitment to, and experience of, recruitment, selection, management, promotion, development and retention of academic colleagues	E
Commitment and ability to lead, enthuse and nurture colleagues in developing a values based and gender inclusive culture where individuals can thrive	E
Highly developed interpersonal, influencing skills and project management abilities necessary to engage collaboratively across a range of activities in the School and University as a <i>citizen Professor</i>	E
Ability to produce sustained high quality research and impact which is internationally recognized, including stretching and credible future facing research strategies and plans	E
Ability to secure funded research and corporate / organisational engagement / Professional body related funding	E
Ability and skills to develop sustained relationships external to the Business School, including other University Faculties, international partners and external organizations and businesses	E
Ability and skills to lead and collaborate in high performing discipline based and multi/interdisciplinary teams to deliver research, innovation and impact	E
Excellent learning and teaching skills and module evaluations with UG and PG students and contributing to the School's ambitions for a global reputation for 'Leading on Leadership'	E
Other Relevant Factors	
Occasional national and international travel will be necessary and is negotiable.	D
Evidence of actively championing commitment to equality, diversity and inclusion and to ethics, responsible management and sustainability	D

The Professorial Role, Pay Structure and Pay Review Process

The key areas of activity of all academic staff, including professors, at Newcastle University are summarised in the Academic Job Summary <http://www.ncl.ac.uk/hr/recruitment/role-profiles.php> . The information below is designed to build upon the Academic Job Summary and specify the levels of expertise and contribution expected of professors. Progression to professorial status at Newcastle is governed by the Procedure and Criteria for Promotion to a Personal Chair.

Professors at Newcastle University are leaders within the academic community. They have a national and international reputation in their academic field and demonstrate leadership both within the University and externally, with recognition often extending beyond academia into relevant policy and practice communities. Like all academic members of staff, unless explicitly specified to the contrary, professors are expected to do research, and expected to do 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 should provide leadership within their academic discipline and make an appropriate contribution to the management of their academic unit, faculty and/or to the University.

Depending on the academic focus of the particular role performed by an individual, the following activities and achievements, viewed within the context of their academic discipline, are illustrative of the normal level of expectations for those holding a professorship at Newcastle University:

Research and Innovation

- Achieve regular outputs, of high impact, in top media for the relevant discipline; this is likely to include publications in top-tier, high-impact journals and in some disciplines research monographs, but may also include exhibitions, performances, commissioned research reports, and a range of other outputs.
- Achieve consistently high levels of research income from prestigious, peer-reviewed funding sources.
- Lead and direct a substantial programme of research (which may include research groups and/or facilities) often including responsibility for the mentoring and development of academic colleagues.
- Achieve and maintain an international reputation in the discipline and, where appropriate, contribute to societal challenge themes.

Teaching and Learning

- Publish highly regarded text books and other teaching materials.

- Lead in the design and implementation of programme, curricular and related innovations that make a major positive contribution to the student learning experience and the academic and financial success of the academic unit.
- Establish and maintain national or international eminence through the exercise of leadership within professional bodies and participation in policy circles. Create and/or lead substantial, multi-institutional, regional, national or international educational programmes or facilities.
- Make a sustained, high-quality contribution to pedagogic research.

Engagement

- Make a major contribution to intellectual, cultural, social or economic life at regional, national, or international level.
- Lead and direct substantial and financially positive commercial activities and collaborations.
- Play a leading role in the development and/or application of public or professional policy or practice at national, European or international levels.
- Develop and maintain innovative and/or creative partnerships with external bodies (public, private or voluntary), to address societal challenges in line with University strategy.

Professorial Band Profiles

In order to determine professorial pay in a transparent and equitable manner, the University references a three band pay structure within the professorial grade. This structure is designed to appropriately reflect and reward continuing scholarly attainment and achievements, the exercise of academic leadership, and contributions made to the life, work and sustainability of the University community.

The band profile descriptions below are used in assigning all Newcastle professors to an appropriate point on the professorial scale.

Band 1

Band 1 is the normal entry band for newly promoted Newcastle professors. It is also sufficiently broad to allow progression within the band as professors develop their career and standing.

For appointment or promotion to this level, a professor will have a national and international reputation in the relevant discipline with established evidence of academic excellence. The detailed criteria are set out in the University's professorial promotions criteria.

Professors who achieve movement to a higher point within Band 1 will be demonstrating continued development in the role as measured against the generic activities expected of professors (described above) and the particular requirements of the role in question.

Band 2

Professors who reach this band are working at a level significantly higher than the entry level for a Newcastle professor. Individuals have a sustained, distinguished record of internationally-recognised achievement in their field; their expertise is in significant demand from partners within or beyond academia and/or they are asked to fulfill major international roles within the discipline.

They will be national leaders in their field and have established themselves as an acknowledged international authority. Their academic work is likely to have made a significant and lasting mark.

Some professors may progress from Band 1, their role and contribution having grown sufficiently to be recognised in this way. Senior lecturers or readers are not normally promoted directly to Band 2. External appointments are only made to Band 2 where the professor is already well established at another institution or working at a comparable level outside academia.

Band 3

This band is reserved for the small number of professors who bring great prestige to the University through their sustained record of academic achievement at the highest international level. This may take the form of leadership of world-leading research, election to the most prestigious learned societies, a leading role in high-impact interdisciplinary collaborations with a broad range of academic, industrial or governmental partners, or a position of unequivocal international authority. Their work will be recognized internationally as outstanding and they will have made a formative and lasting contribution to their field of study.

Band 3 professors may have progressed from Band 2, or in exceptional circumstances may have been appointed directly to this band. External appointments are only made to Band 3 where the professor has achieved international status of the highest level. Authority from the Vice Chancellor is required to appoint to Band 3.

Pay Ranges

(Ranges are based on professorial pay scale effective from 1 Aug 2019)

Band 1: £66,586 - £73,128

Band 2: £74,810 - £99,433

Band 3: £101,557 +

Annual Pay Review Process

Cases for pay progression will be considered through the Professorial Pay Review process, which commences in February each year, with decisions taking effect the following 1 August.

Employee Benefits

The University is committed to providing a great range of benefits and discounts for our staff and includes:

- Excellent pension schemes (e.g. USS, NHS).
- Excellent salary sacrifice schemes, cycle to work scheme and pensions.
- Generous annual leave of up to six weeks per year in addition to a Christmas closure period. You also have the opportunity to purchase a further two weeks additional leave per year.
- Family friendly leave policies, a staff volunteering scheme and career break scheme.
- NCL Rewards which offers nearly 6,000 discounts at national retailers, holiday providers, cinemas, leisure attractions and much more.
- Web store – offering discounts on local sports tickets, theatre shows and other attractions.
- Discounted regional travel scheme including bus, metro and rail.
- On-site Sports Centre and Library.

More detailed information at www.ncl.ac.uk/hr/

Equality & Diversity

We are committed to academic excellence, equality of opportunity, valuing individual differences and the diversity this brings. We aim to develop a fully inclusive University community which recruits and retains staff and students from all sectors of society, that they can be developed within a positive and supportive culture and encouraged to flourish and reach their potential.

These fundamental values are central to ensuring that all individuals are treated with dignity, fairness and respect. The fostering and promotion of good relations and understanding between and among staff and students, irrespective of identity or background, is expected of everyone that works or studies at the University. By fully embracing equality and diversity, the University is better able to engage with our customers, respond to new and evolving business challenges and create better working environments for staff.

Athena SWAN

We are the proud recipients of an institutional silver Athena SWAN award demonstrating our achievements and ongoing commitment to achieving gender equality. We value diversity at Newcastle University and welcome applications from all sections of the community.

Information for Overseas Employees

Essential information for international staff arriving to work at Newcastle University can be found in our Welcome Pack at <http://www.ncl.ac.uk/hr/support/new.php>

How to Apply

Newcastle University now invites applications for the position of Professor of Marketing. Applications should consist of a full academic CV and a covering letter, of up to 2 sides of A4 paper, outlining your interests in and vision for the role.

For a confidential discussion about this role, please contact our retained search Partners Dixon Walter as below:

Emma Wilkins

Mobile: 07741 875 289

Email: emma@dixonwalter.co.uk

To find out more and apply please visit: <https://www.dixonwalter.co.uk/higher-education/opportunities/nubs-marketing>

Appointment Timetable

Opening Date: 02.03.2020

Closing Date: 14.04.2020

Formal Interviews: TBC

An artist's impression of the new £50m headquarters for our [National Innovation Centres](#), currently under construction on [Newcastle Helix](#).

