



OLLSCOIL NA GAILLIMHÉ  
UNIVERSITY OF GALWAY

Established Professor of Marketing - 1FTE,  
Permanent

Ref #: 009693



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## **Established Professor of Marketing**

<b>College</b>	College of Business, Public Policy and Law
<b>School</b>	J.E. Cairnes School of Business and Economics
<b>Post Title and Subject Area</b>	Established Professor of Marketing
<b>Post Duration</b>	Permanent
<b>Level</b>	Established Professor
<b>Reports to</b>	Head of School

# JOB ADVERTISEMENT

The University of Galway seeks to appoint an Established Professor of Marketing at J.E. Cairnes School of Business & Economics.

University of Galway has been inspiring minds since 1845 as a research-led university. University of Galway is one of the oldest and largest universities in Ireland. The campus community includes over 21,000 students and staff and 110,000 alumni located in over 100 countries across the world. University of Galway is counted among the Top 260 universities in the world according to the most prestigious rankings, positioned in the top 2% globally. University of Galway is an international university with global ambition, but with deep roots in the region and nationally. Its location on the very edge of Europe gives University of Galway a unique perspective. University of Galway is at the heart of a distinct and vibrant region, renowned for its unique culture, creative industries, medical technologies, marine ecology and economy, and innovation.

J.E. Cairnes School of Business & Economics at University of Galway is for the public good. Energised by its regional edge on the west coast of Ireland, it is a globally-engaged School of Business and Economics for the public good that makes a transformative impact for students, society and business. The school has 2,800 students, over 130 faculty, research and professional services staff, and over 30 undergraduate and postgraduate programmes. The School has successfully attained AACSB and AMBA accreditation as well as EFMD programme accreditation. The School is a member of PRME.

The School's Strategic Plan 2021-2025 is centred around four key strategic priority areas of research and impact, teaching and learning, external engagement and internationalisation. J.E. Cairnes School of Business & Economics champions core values of respect, excellence, openness and sustainability. Its vision is to make a global impact for the public good by addressing grand challenges through its teaching, research and influence on public policy. The school is committed to delivering value to all its stakeholders and especially to students, external business, industry and policy partners, its community and society.

As part of the School's strategic plan, it is committed to attracting, retaining and developing globally talented academic staff in areas aligned with its strategic priorities. The School is currently recruiting 14 academic positions across the five Disciplines in the School to support its strategic vision and ambitions. The current expansion of the School strengthens its position as a global leader in quality research and education. This professorship will be part of the Marketing Discipline within the School.

The Marketing Discipline's research environment and range of collaborative projects and activities serve to elevate members' research skills and knowledge to contribute innovative and impactful ideas to the marketing field. This research leverages the strong industry connections the Marketing Discipline has cultivated over fifty years through multidisciplinary work with a distinctive societal impact including:

- Marketing Planning and Strategy
- Consumer Behaviour
- Marketing Research
- Analytics & Quantitative Marketing
- Marketing Innovation
- Services Marketing

- Marketing Communications
- Branding
- Digital Marketing
- Selling and Sales Management
- International Marketing and
- Sustainable Marketing.

We are seeking applicants who have an outstanding international reputation and research profile in Marketing, significant academic leadership, excellent teaching at undergraduate and postgraduate levels, and a consistent, strong academic record of research, culminating in publications in prestigious international peer-reviewed journals and other outlets. The Professor will possess a sustained record of accomplishment of integrating research with teaching and learning to deliver an excellent student experience, along with sustained delivery of ambitious and imaginative academic leadership.

The Professor in Marketing will be expected to:

- Add substantially to the research profile of the Marketing Discipline, School, and College
- Deliver academic leadership, a substantial and continuing programme of research published in high-quality, peer-reviewed scholarly journals
- Develop and teach courses or learning programmes for students at all levels
- Employ technology to improve student learning and enhance the student experience
- Forge strong partnerships across subject areas and disciplines amongst colleagues and doctoral students
- Direct and foster research funding applications
- Provide leadership and guidance within the Discipline, School, College, and University
- Expand the Discipline's contribution to industry and public sector bodies
- Drive new initiatives to advance the School's development in executive education
- Engage externally with the local business community, networks, and public organisations and
- Advance the international profile of the Discipline, School, and College.
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Applications are welcome for this professorship from exceptional scholars and leaders with research and teaching interests that meet the eligibility criteria.

For informal enquiries, please contact:

Professor Alma McCarthy

Head, J.E. Cairnes School of Business and Economics,

University of Galway

Email: [alma.mccarthy@universityofgalway.ie](mailto:alma.mccarthy@universityofgalway.ie)

Professor Geraint Howells, Dean of the College of Business, Public Policy, and Law

University of Galway

Email: [geraint.howells@universityofgalway.ie](mailto:geraint.howells@universityofgalway.ie)

**Salary: € 129,708 to €151,896 per annum (applicable to new entrants effective from January, 2011)**

(This appointment will be made on the Professorship scale in line with current Government pay policy)

**Closing date for receipt of applications is 17:00 (Irish Time) on the 6<sup>th</sup> January 2023. It will not be possible to consider applications received after the closing date.**

**Garda vetting may apply.**

**Appointments will be conditional on work authorisation validation.**

Further details are available at [www.dbei.ie](http://www.dbei.ie)

**For more information and Application Form please see website:**

<http://www.universityofgalway.ie/cairnes/jobs> **Applications should be submitted online.**

Please note that appointment to posts advertised will be dependent upon University approval, together with the terms of the Employment Control Framework for the higher education sector. University of Galway is an equal opportunities employer.

# JOB DESCRIPTION

## Principal Duties and Responsibilities

The Established Professor of Marketing will offer leadership within the Discipline of Marketing to ensure consistent delivery of high quality undergraduate and postgraduate programmes, to encourage innovation in programme and curricula offerings, and to foster high quality research and impact. The Professor will advance further the quality teaching standards already established within the Discipline, which operate in an intensive, skill-based environment. The Professor will lead our strategic plan and priorities in the next stage of the School's development, which are:

**Research:** To engage in and deliver high-quality research and impact. To disseminate research in leading academic publications, other outlets as appropriate and to participate in postgraduate supervision. To engage in and lead initiatives to seek research funding, as appropriate. The Professor will advance the Discipline's research mission of publishing in international, peer-reviewed academic journals and other relevant outlets, and by attracting research funding. In the Marketing Discipline, the central research themes are marketing and sustainability, marketing for public good, digital media and branding within an international context. It is expected the Professor will progress further these research streams as a means of leveraging the Discipline's research outputs.

**Teaching, Learning and Student Experience:** To provide high-quality teaching to students including curriculum and course design, preparation and delivery of lectures, tutorials, project supervision and general examination and other teaching, learning and assessment responsibilities including pastoral care. The Professor will progress the Discipline's engagement with the School's three undergraduate programmes (i.e., the Bachelor of Commerce, Bachelor of Commerce Global Experience, Bachelor of Commerce International (Spanish, French, and German), as well as the Discipline's three postgraduate programmes (i.e., MSc Digital Marketing, MSc Marketing Management and MSc Marketing Practice). The Discipline of Marketing has developed a strong emphasis on practise-based and project-based learning, where students engage in real-life business briefs, as a means to apply the theoretical knowledge they have cultivated. The Professor will enhance further the Discipline's innovative and entrepreneurial approach to students' learning experiences.

**Contribution and Service:** To participate in academic administration at Discipline, School, College and University levels as part of the contribution to the University. To engage with the wider community regionally, nationally and internationally from a civic, economic, social and cultural perspective as a contribution to the life of the University. Members of the Discipline of Marketing actively engage in professional fora such as Skillnet Ireland, Marketing Institute of Ireland, Marketing Society of Ireland, and the Digital Marketing Institute. The Professor is expected to expand the Discipline's impact and to identify opportunities in which the Discipline's research and expertise may be leveraged for the benefit of the public good.

**External Engagement and Internationalisation:**

To engage in internationalisation activities to diversify further the student body. To enhance the global experience and work-based learning opportunities for undergraduate and postgraduate student cohorts. Our distinctive location within a global hub for technology, innovation and creativity is key to our future success. The graduates from our undergraduate and postgraduate programmes are sought after to fill commercial roles within marketing management, brand management, digital marketing specialisations, sales and selling, account management, product development, and service innovation. The Discipline of Marketing's postgraduate alumni are especially active in generating opportunities for graduates and are engaged in delivering seminars and serving as mentors to student cohorts. The Professor will lead the Discipline's engagement with alumni and corporate partners and will leverage these relationships to advance programme development and student learning. The Discipline's postgraduate students are drawn from 13 countries and the Professor is expected to spearhead activities to enable further diversification into North American, European, and Asian markets.

The postholder may be asked to assume positions of responsibility within the University, for an agreed term during the period of appointment. The postholder shall carry out these duties under the direction of the Head of the School or of an authorised senior member of the staff of the School.

The postholder shall be a member of College in accordance with University Statutes. The postholder will have the capacity and willingness to act in leadership roles such as Head of School, Head of Discipline or other positions of responsibility within the School for an agreed term upon or during the period of appointment.

Hours of work are those prescribed under the Public Service Agreement in respect of Academic Staff.

# ELIGIBILITY REQUIREMENTS

## Person Specification

Applications will be judged solely against the criteria set out below. Applicants should ensure that their application clearly demonstrates that their skills and experience meet these criteria.

**The successful candidate will demonstrate the Eligibility requirements below:**

### Essential Requirements:

- A PhD or equivalent in a relevant area of Marketing or cognate area.
- Outstanding peer-reviewed research portfolio relevant to the post in one or more of the following areas:
  - Marketing Planning and Strategy
  - Consumer Behaviour
  - Marketing Research
  - Analytics & Quantitative Marketing
  - Marketing Innovation
  - Services Marketing
  - Marketing Communications
  - Branding
  - Digital Marketing
  - Selling and Sales Management
  - International Marketing and Sustainable Marketing.
- Substantive academic and professional contribution within marketing
- Significant experience of attracting funding
- Considerable experience of PhD supervision to completion, and an evident commitment to mentor new PhD students
- Outstanding record of excellence in teaching and curriculum development across a range of programmes and learner groups
- Exceptional record of accomplishments in leadership and management
- Effective interpersonal skills to cultivate communication, collaboration, and collegiality with colleagues and peers
- Extensive networks for capacity-building in marketing and research networks and
- Knowledge of the existing profile of the University, College and School, and have clear ideas and plans as to how they would contribute to the School's future development.

### Desirable Requirements:

- A recognised qualification in teaching and learning in higher education
- Experience of working with interdisciplinary research teams and industry partners on research projects
- Experience of national and international higher education planning and management, including business school accreditation and/or
- Proven record of accomplishment of executive education teaching.

The appointment will be made in J.E. Cairnes School of Business & Economics.

**\*\*Please refer to separate information booklet for details on application and appointment procedure\*\***

## Competency Framework for Professorship Role at University of Galway

Academic Excellence	Leadership Excellence	Organisational Excellence
<p><b>Excellence in Research</b></p> <p><i>The Professor is a leader in their field and contributes to the direction and development of their discipline and body of knowledge through planning and leading research of outstanding quality. They lead others to make the most effective contribution to their discipline and encourages cross discipline research collaboration.</i></p>	<p><b>Personal Effectiveness</b></p> <p><i>The Professor is passionate and enthusiastic about the discipline/school and is committed to making their best personal contribution through employing excellent planning and organising, communication and decision-making skills to achieve ambitious goals for their discipline/school and to meet the changing demands of the Professorship role.</i></p>	<p><b>Thinking Strategically</b></p> <p><i>The Professor is responsible for developing and implementing a strategic approach to the development of the discipline/school. They are aware of the wider environment; they think strategically to devise and implement changes in line with their strategy.</i></p>
<p><b>Excellence in Teaching</b></p> <p><i>The Professor oversees the development of, and participates in, delivering teaching programmes which engage and inspire students at all levels and ensures a strong focus on quality teaching and on the continuous review and development of teaching skills and methodologies in the discipline.</i></p>	<p><b>Leading and Managing Others</b></p> <p><i>The Professor is responsible for the delivery of the work programme by getting the best out of others. They ensure good administrative procedures are in place, that work is organised fairly, that there is a highly engaged work environment, and that time is given generously to developing staff.</i></p>	<p><b>Collegiate and Community Contribution</b></p> <p><i>The Professor values and works to instil a collegiate approach not only within their discipline/school and the University, but across the wider external community. They actively seek to build effectively functioning teams and networks. They are approachable, collaborative, and values the contribution of others.</i></p>