



OLLSCOIL NA GAILLIMHÉ
UNIVERSITY OF GALWAY

Established Professor of Marketing

Full-Time, Permanent

Ref #: 010875





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Established Professor of Marketing

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

JOB ADVERTISEMENT

Applications are invited for the post of Established Professor of Marketing at J.E. Cairnes School of Business and Economics, University of Galway, Ireland.

University of Galway

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 nearly 20,000 students, over 2,600 staff and 110,000 alumni located in over 110 countries across the globe.

University of Galway is counted among the Top 275 universities in the world according to the most prestigious rankings (QS), positioned in the Top 2% globally. University of Galway is ranked #1 in Ireland and Top 50 in the world in the 2023 THE IMPACT Rankings and was awarded Sunday Times University of the Year in 2022.

University of Galway is an international university with global ambition, but with deep roots in the local 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.

University of Galway is committed to creating an inclusive environment where diversity is celebrated, and everyone is afforded equality of opportunity. To this end, the University adheres to a range of equality, diversity and inclusion policies. We encourage applicants to consult these policies [here](#). We welcome applications from everyone, including those who identify with any of the protected characteristics that are set out in our Equality, Diversity and Inclusion policy.

Galway City and Region

Set between Connemara to the west and the Burren to the south on Ireland's famed Wild Atlantic Way, Galway city and region is as distinctive as it is beautiful. Galway has won many international accolades including being dubbed Ireland's 'Most Charming City' by the New York Times and ranking in the Top 50 friendliest student cities in the World and #1 in Ireland by the 2023 University Times Campus Advisor.

J.E. Cairnes School of Business and Economics

J.E. Cairnes School of Business and Economics is one of three Schools within the College of Business, Public Policy and Law at University of Galway. The School has over 2,700 students, over 140 faculty, research and professional services staff, and over 30 undergraduate and postgraduate programmes. The School is AACSB, AMBA and EFMD programme accredited, is a member of PRME and holds an Athena Swan Silver award for equality.

The School's mission 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'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 and 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, especially to students, external business, industry and policy partners, its community and society.

Additional information on the School is available at: <https://www.universityofgalway.ie/business-public-policy-law/cairnes/>

The School's Strategic Plan 2021-2025 is available at: <https://www.universityofgalway.ie/business-public-policy-law/cairnes/strategicplan/>

Research and Impact at J.E. Cairnes School of Business and Economics

Guided by our public good mission, the School's research and impact seeks to identify solutions to, and inform decisions about, the grand challenges facing business and society. With a heavy emphasis on the UN SDGs, the School's research is published in world-leading peer-reviewed journals in business and economics as well as in leading textbooks and case studies. The School's research informs and guides leaders and public policy makers.

The School has an excellent international reputation and distinctiveness in the following areas:

- Environment and Marine
- Health and Ageing
- Digital Responsibility

The Institute for Lifecourse and Society (ILAS) and six research centres are associated with the School: Centre for Entrepreneurial Growth and Scaling (CEGS), Centre for Economic Research on Inclusivity and Sustainability (CERIS), Health Economics and Policy Analysis Centre (HEPAC), Irish Centre for Social Gerontology (ICSG), LERO – the Science Foundation Ireland Research Centre for Software, and Socio-Economic Marine Research Unit (SEMURU).

Over the past six years, the School has attracted external national and international competitive research funding to the value of €12.6 million. You can read more about the School's research here: <https://www.universityofgalway.ie/business-public-policy-law/cairnes/research/>

For informal enquiries, please contact Professor Alma McCarthy, Dean, J.E. Cairnes School of Business and Economics. Email: alma.mccarthy@universityofgalway.ie Telephone: +353 (0)91 492846.

Salary:

€ 140,068 to 177,079 p.a. (applicable to new entrants effective from January, 2011)

(This appointment will be made on the Established Professor salary scale in line with current Government pay policy and **in accordance with the terms and conditions of the University's Remuneration policy.** [QA321-Updated-PP-Remuneration.pdf \(universityofgalway.ie\)](#))

Closing date for receipt of applications is 17:00 (Irish Time) on 13th March 2025. 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

For more information and Application Form please see website:

[Jobs - University of Galway](#) Applications should be submitted online.

Please see further information on how to apply here: [E-Recruit - University of Galway](#) and [Guidelines for On-line Applications \(universityofgalway.ie\)](#)

The University and the School have a deep commitment to equal opportunities, with the University of Galway achieving the Athena Swan Bronze Award in 2022 and the School achieving a Silver award in November 2024.

At the University of Galway, we celebrate diversity and believe that every candidate can bring unique perspectives, talents and approaches to our University community. We actively encourage applications from all backgrounds regardless of race, religion, ethnicity, gender, family status, civil status, membership of the Traveller community, sexual orientation, disability or age.

We value flexibility and recognise that a work-life balance is essential. We offer flexible working arrangements, including hybrid options, to accommodate the diverse needs of our staff. Our commitment to inclusivity extends beyond recruitment as we foster a friendly and supportive work environment, where all work styles are valued and respected. Join us in shaping a workplace that thrives on diversity, creativity and collaboration.

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 across the areas outlined below.

- **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 postgraduate programmes (i.e., MSc Digital Marketing and MSc Marketing Management). The Discipline of Marketing has developed a strong emphasis on practise-based and project-based learning, where students engage in real-life business briefs, 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 Professor will lead the Discipline's engagement with alumni, external stakeholders and corporate partners and will leverage these relationships to advance programme development and student learning. The Professor will contribute to our internationalisation agenda including diversification into North American, European, and Asian markets for student recruitment.

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, College or University 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 in Marketing or cognate area
- Outstanding peer-reviewed research portfolio relevant to the post in one or more of the following areas:
 - Marketing Management and Strategy
 - Marketing Innovation
 - Consumer Behaviour
 - Branding
 - Marketing and Artificial Intelligence
 - Business-to-Business Marketing
 - Global Marketing
 - Sustainable Marketingor other allied areas of Marketing related to our areas of research excellence (Environment and Marine, Health and Ageing and Digital Responsibility)
- Substantive academic and professional contribution within marketing
- Significant experience of attracting research funding
- Considerable experience of successful PhD supervision 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
- 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
- Experience in multiple research methods

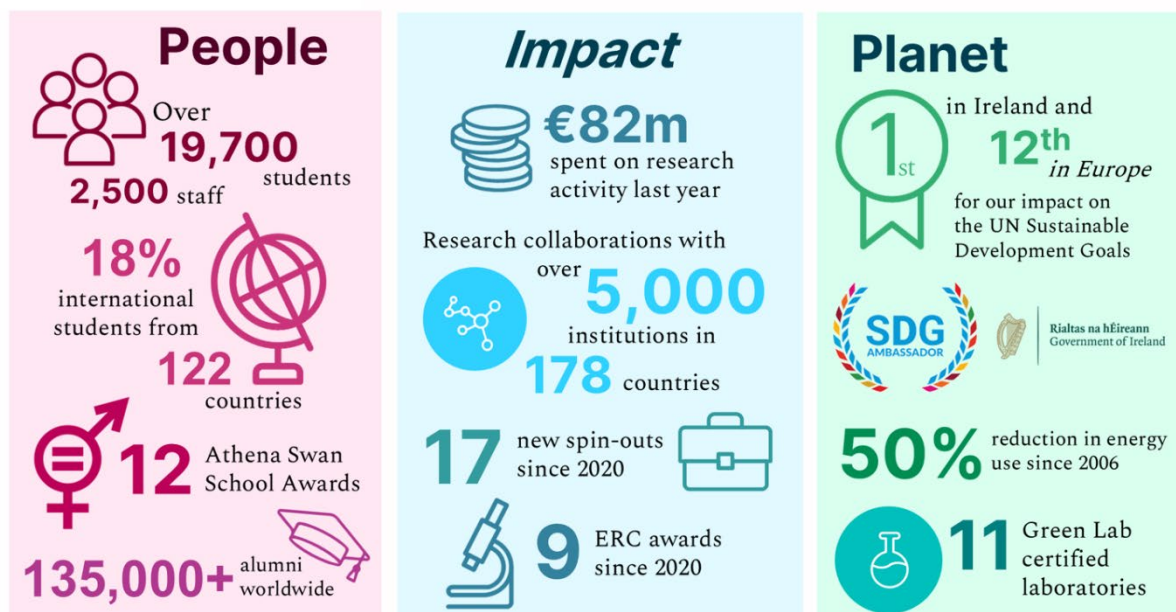
The appointment will be made in J.E. Cairnes School of Business and Economics.

Competency Framework for Established Professorship Role at University of Galway

Academic Excellence	Leadership Excellence	Organisational Excellence
<p>Excellence in Research</p> <p><i>The Established Professor is a leader in their field and makes a leading contribution to the direction and development of their discipline and body of knowledge through planning and leading sustained research of an exceptional quality, with publication in leading international journals and conferences and in peer reviewed book chapters, books from leading publishers, as appropriate to discipline. They lead others to make the most effective contribution to their discipline and encourage cross-discipline research collaboration.</i></p>	<p>Personal Effectiveness</p> <p><i>The Established Professor is passionate and enthusiastic about the discipline/school and is committed to making their best personal contribution through employing exceptional 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>Thinking Strategically</p> <p><i>The Established Professor is responsible for taking a leading role in developing and implementing a strategic approach to the development of the discipline/school. They are aware of the wider environment, has the ability to think strategically and to devise and implement changes in line with their strategy. They should show leadership and support to the implementation and ongoing strategic development within their discipline, school, college.</i></p>
<p>Excellence in Teaching</p> <p><i>The Established 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. This would also include substantive and successful innovations in curriculum design and delivery, leadership roles in the initiation and completion of major teaching and learning innovations, with significant impact recognised internationally.</i></p>	<p>Leading and Managing Others</p> <p><i>The Established 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. This would also include substantive and successful innovations in curriculum design and delivery, leadership roles in the initiation and completion of major teaching and learning innovations, with significant impact recognised internationally.</i></p>	<p>Collegiate and Community Contribution</p> <p><i>The Established Professor will demonstrate exceptional and sustained achievement in enhancing the university community, delivering transformation results that advance international best practice and support the achievement of international recognition. They value and work to instil a collegiate approach not only within their discipline / school and the University, but across the wider external community. They will show exceptional and sustained commitment to enhancing the University community.</i></p>

PROFILE OF THE UNIVERSITY

The University at a Glance:



The University Management Team

The University Management Team (UMT) is responsible for the executive day-to-day management of the University. UMT is led by the President who is the Head and Chief Officer of the University. Our current Interim University President, Professor Peter McHugh, was appointed in 2024. You can read more about him at: www.universityofgalway.ie/president

Acting under the President, the members of the University Management Team (UMT) each have specific leadership responsibilities for delivery of the University's objectives in education, research and management of the organisation. You can see the full UMT membership in the organisational chart above.

Find out more about the University's Governance and Management structures at: www.universityofgalway.ie/governance/the-kube-the-governance-hubhttp://www.universityofgalway.ie/governance/the-kube-the-governance-hub

Colleges and Schools

The University has four Colleges:

- College of Arts, Social Sciences & Celtic Studies
- College of Business, Public Policy & Law
- College of Medicine, Nursing & Health Sciences
- College of Science & Engineering

Each of the Colleges is led by an Executive Dean. Within each College, decisions are taken by College Boards, chaired by the Executive Dean, and including the Heads of each School in the College.

For more information on Colleges, Schools and Disciplines, visit:

www.universityofgalway.ie/colleges-and-schools

College

College of Arts, Social Sciences & Celtic Studies

Schools

School of Political Science & Sociology
School of Psychology
School of Education
School of Geography, Archaeology & Irish Studies
School of English & Creative Arts
School of History & Philosophy
School of Languages, Literatures, & Cultures

College of Business, Public Policy & Law

J.E. Cairnes School of Business & Economics
School of Law
Shannon College of Hotel Management

College of Medicine, Nursing & Health Sciences

School of Health Sciences
School of Medicine
School of Nursing & Midwifery

College of Science & Engineering

School of Biological & Chemical Sciences
School of Computer Science
School of Engineering
School of Mathematical & Statistical Sciences
School of Natural Sciences



OLLSCOIL NA GAILLIMHE
UNIVERSITY OF GALWAY

Shared *vision*, shaped by *values*

Strategic Plan 2020–2025



Strategic Plan 2020–2025

In January 2020, following widespread consultation, the University published *Shared Vision, Shaped by Values*, the University's strategic plan for the period 2020-2025. It is structured around four core values debated and defined by the University community: Respect, Openness, Sustainability and Excellence. Over 50 Flagship Actions for implementing the strategy are articulated under each value. A further section entitled 'Building for the Future' articulated the University's plans for campus development in the years ahead.

- **Strategic Plan:** You can read the strategic plan at: www.universityofgalway.ie/strategy2025
- **Halfway Progress Report:** In December 2022, the University published a halfway report on our progress towards strategy implementation. You can read the report (internal access only) at: <https://nuigalwayie.sharepoint.com/sites/UniversityStrategy-HalfwayReport>. Or request a copy from the Director of Human Resources.

We are currently at the final stages of developing our next Strategic Plan 2025-2030, building on our core values, and with a renewed focus on our **core mission of teaching, learning, research and innovation that are both excellent and impactful**. The incoming Dean will play an important role in achieving our strategic priorities for research and innovation, delivering landmark initiatives, and developing our research functions, systems and infrastructure to enable success in the years ahead.

Academic Programmes

The University provides teaching through four Colleges and 18 Schools up to PhD level, for primary and postgraduate Degrees and for a wide variety of Diplomas, Certificates and, more recently, Micro-credentials. 68 separate programmes of study are offered for undergraduate students, with over 190 taught programmes at postgraduate level and over 90 structured

postgraduate research programmes. The University also provides a programme of Adult Learning and Professional Development and conducts a number of Summer Schools.

The University has displayed considerable dynamism in the development of programmes to meet the evolving needs of society. Supported by funding from the Human Capital Initiative, our *Designing Futures* programme is transforming how our students learn and develop skills, through success coaching, transdisciplinary modules and our IdeasLab and Empathy Lab programmes. The University is also playing a key role in the delivery of the HCI Multicampus *Micro-credentials* project, which aims to develop a series of micro-credentials across the IUA Universities, and which will provide upskilling and reskilling opportunities to those in employment and those seeking to enhance their employability. Meanwhile, through our membership of the *ENLIGHT network* of European universities, we are developing greater opportunities for student mobility and cross-border collaboration on academic programmes and research.

Student Body

The total student body, including part-time learners, comprises over 20,000 students, over 25% of whom are studying at postgraduate level.

Over 18% of our students were from outside the island of Ireland, coming to study in Galway from over 122 different countries worldwide. Through the Global Galway project, we are seeking to grow our international diversity further through a greater focus on international recruitment, mobility and partnerships.

Research

University of Galway is a globally focused research-intensive university. We recognise that research areas are neither standalone nor static. The problems of the world are not solved from just one perspective. With our knowledge of global challenges, national policy and regional needs our research areas enable an interdisciplinarity approach and impact.

Our research community achieved over €110m in EU research funding during the 2014-2020 programme period. We are now firmly focused on the 2021-2027 programme cycle, with ambitions to achieve in excess of €150m of EU research funding, including Horizon Europe. In 2023, the University had a record €82m annual spend in research, across a breadth of research areas. Engaging with our partners locally, nationally and worldwide, our current university strategy (Strategic Plan 2020-2025) invites ambition in research that underpins the following areas:

- Enhancing policy and society
- Enriching creativity and culture
- Improving health and wellbeing
- Realising potential through data and enabling technologies
- Sustaining our planet and people

These areas are aligned to the work of our Research Institutes, including:

- Data Science Institute
- Ryan Institute for advancing sustainability and innovation
- Institute for Lifecourse and Society
- Institute for Creativity
- Institute for Clinical Trials

- Institute for Health Discovery and Innovation (launched in October 2024).

For more information on our research institutes, centres and units, visit:

www.universityofgalway.ie/our-research/listings/research-centres-institutes-and-units.html

Staff

The University employs approximately 2,500 staff, including full-time and part-time, which includes approximately 1,000 academic staff.

Human Resource issues are managed within the Human Resources Office, under the direction of the Director of Human Resources. In 2023, a new Hybrid Working Policy was launched to facilitate more flexible working arrangements in a post-Covid environment.

Finances

The University is its own financial authority and has an annual income of over €350m, including contract research income of over €70m. The sources of income are Student Fees (approx. 40%), State Grants and Pension funding (approx. 30%), Research Income (20%) and Miscellaneous (10%).

The University and the Irish language

The University's commitment to the Irish language was first set out in the University College Galway Act 1929 and this was reiterated in the University College Galway (Amendment) Act 2006, which states that one of the principle aims of the university is "the provision of education ... through the medium of the Irish language".

The University's Strategy 2020-2025 goes even further and commits to developing and implementing an ambitious and future-focused strategy for the Irish language, in partnership with national stakeholders and Gaeltacht communities, based on our values of respect and sustainability. In 2021, the University published its first Irish Language Strategy and appointed its first Irish Language Officer.

Irish language programmes are delivered primarily through the Discipline of Irish and through Acadamh na hOllscolaíochta Gaeilge, our Irish language academy, which has three centres located in the Gaeltacht.



Our Region

Our regional footprint includes five Medical Academies, three Gaeltacht centres, off-campus research sites in Connemara and the Burren, and a satellite campus in Shannon College, Co. Clare.

Our Campus

The main University Campus, with an area of some 105 hectares in the heart of the city of Galway, is attractively situated on the west bank of the River Corrib, and stretches from Nuns' Island in the south to the Sports Grounds in Dangan to the north. Other teaching and research facilities are located outside the city in An Cheathrú Rua, Carna and Mace Head in Connemara, in Shannon, Carron and Finnevara in Co. Clare, and in Gaoth Dobhair in Co. Donegal. The University's medical students and researchers benefit from on-the-ground Medical Academies located in hospitals throughout the region from Portiuncula University Hospital in Co. Galway to Letterkenny University Hospital in Co. Donegal.

Building for the Future: The University is in the process of finalising its masterplan for the years ahead, which will include the Nuns' Island creative and innovation district in Galway city centre. Recent years have seen some significant additions to campus, including:

- Clinical Simulation Facility: completed in 2022
- Dunlin Village on-campus student accommodation (674 beds): completed in 2022

The following construction projects have been commenced or approved in recent years:

- Learning Commons (new Library): construction commenced in 2024
- Water Sports Centre: planning permission approved in 2023

- New Law School: design for planning in progress
- New Pharmacy School: funded to planning stage
- New Medical School: funded to planning stage

Sustainability

Sustainability is one of the University's core values and we are recognised as a leader in the transition to a sustainable future. We are committed to the SDGs at an institutional level on multiple levels:

- As a signatory to the SDG Accord, we have committed 'to align all major efforts with the SDG targets and indicators, including through our education, research, leadership, operational and engagement activities' and to 'share our learning'.
- Our Climate Action and Sustainability Policy formalises our commitment 'to lead the transition to a sustainable future by embedding the SDGs into all our major efforts'.
- Our Sustainability Strategy 2021-2025, which is mapped to the SDGs, sets out our vision across the campus and beyond.

In the past three years we have been ranked First in Ireland and Top 50 worldwide in the Times Higher Education Impact Rankings for our progress on the SDGs. In 2023, we established a new Sustainability Office to lead the implementation of our Sustainability Strategy and to embed sustainability across our curriculum and operations.

Through the work of the University's Sustainability Office, the Community and University Sustainability Partnership, colleagues in Buildings and Estates and other university operations, and our Student Societies, we have advanced understanding and action on the urgent need for sustainability, using a Learn – Live – Lead model. Since 2006, we have achieved over 50% reduction in energy usage, exceeding our targets. In 2021, we established our carbon footprint, and we are actively working towards achieving carbon neutrality by 2050.