



LIVERPOOL  
HOPE  
UNIVERSITY  
1844

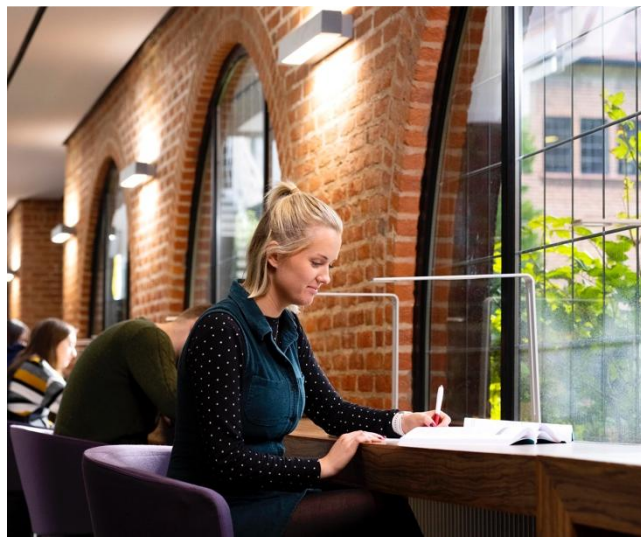
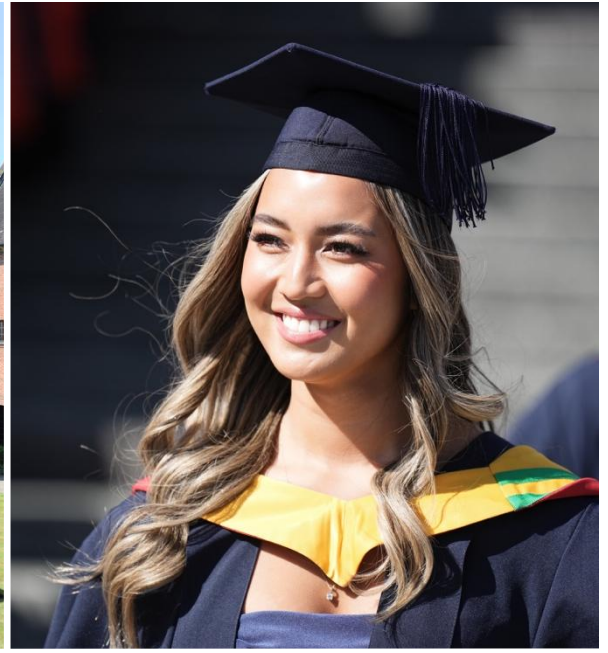
## Recruitment Pack

# Lecturer in Marketing

Job Reference: 2ABMM17

Closing date: Thursday 9<sup>th</sup> July 2026

[www.hope.ac.uk](http://www.hope.ac.uk)





**POST: Lecturer in Marketing (Teaching and Research)**

**STARTING DATE: As soon as possible**

**SALARY RANGE: £38,784 to £46,049 per annum (Grade 7)**

**TYPE OF CONTRACT: Permanent**

**WORK PATTERN: Full-time**

**REPORTS TO: Dr Katherine Baxter**

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## The Post

**Liverpool Hope University is special institution, grounded in history and driven by a values-led approach to educational delivery.**

We are a research-informed teaching University of distinction; our policy is to combine these elements and continue to expand the University's academic profile. It is in this context that we are recruiting scholars who will join with us in our pursuit of excellence. The opportunities available include the post of:

Liverpool Hope Business School is an AACSB accredited ambitious and aspiring international business school with a strong collegial focus renowned for educational excellence in Business Management, Marketing, Leadership and Accounting and Finance. The Business school is a strategically important area of development within Liverpool Hope University. We deliver innovative research-informed programmes at undergraduate, postgraduate and executive levels with a focus on ethical businesses. At postgraduate level, the School has innovative master's programmes including an MSc in Digital Marketing Management. The Business School also houses SEARCH, the University's Socio-Economic and Applied Research Centre, which, among other things, explores the socio-economic impacts of businesses on society.

Applications are invited from outstanding candidates with a broad knowledge and experience of Marketing and Marketing Management. Applications from individuals who have expertise in the field of digital marketing, marketing analytics and international marketing will be particularly welcomed. The person appointed will be expected to contribute to the delivery of the Marketing programmes at both undergraduate and postgraduate level, apprenticeship and summer schools as well as contributing to teaching across a range of other Business School programmes.

The successful candidate will be required to have a doctoral qualification in the area of Marketing or a related subject.

The post is permanent, subject to the normal probationary period of twelve months.

Liverpool Hope strives to be a University where the individual and individuality matter. We are committed to supporting and promoting equality and diversity to create an inclusive working environment that recognises and respects difference.

We recruit staff nationally and internationally as we seek out the best to help build Hope for the future. If you join us you will be doing so at an exciting and challenging time as we work to build a liberal arts inspired university of distinction in the UK.

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## Job Description/Key duties of the post

The academic Role Profile for Lecturer gives further guidance regarding the level of activity required at this grade at Hope. Below is a broad indication of typical key duties:

This Job Description is a guide to the work you will initially be required to undertake. It may be changed from time to time as circumstances require. It does not form part of your Contract of Employment.

### **Pedagogic work, including**

- a. Teaching/lecturing, tutorial and seminar work;
- b. Setting and marking of examinations and other forms of assessment;
- c. Supervision of independent research projects; and
- d. Fieldwork

### **Curriculum development, including**

- a. Planning, development and evaluation of courses and course materials

### **Student support and Pastoral care**

- a. As appropriate to the mission of the University with particular focus on student achievement and retention
- b. Act as and undertake the role of Personal Tutor

### **Research (applicable to lecturer role only)**

- a. Research and publication at 3\* level or above

### **Staff development activities, including**

- a. Participation in annual staff performance review;
- b. Participation in the school peer monitoring activity; and
- c. Participation in other developmental activities, as arranged by the Head of School

### **Administration**

- a. Which may include responsibilities relating to promoting the Department, publicity, public relations, marketing, recruitment and admissions of students;
- b. Responsibilities around quality control, including liaising with external examiners; and
- c. Serving on internal/external committees or other bodies

## Person Specification

### Methods of assessment

Application form **(A)**

Interview **(I)**

Presentation **(P)**

	Essential(E)/Desirable(D)	Method of assessment
<b>Educational Requirements</b>		
<ul style="list-style-type: none"> <li>• First degree or equivalent</li> </ul>	E	A
<ul style="list-style-type: none"> <li>• M level qualification</li> </ul>	D	A
<ul style="list-style-type: none"> <li>• PhD in Marketing or equivalent</li> </ul>	E	A
<ul style="list-style-type: none"> <li>• Formal training in Learning and Teaching (or willingness to undertake such training)</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>• HEA Fellowship status (or a willingness gain such)</li> </ul>	E	A/I
<b>Experience</b>	<b>Essential(E)/Desirable(D)</b>	<b>Method of assessment</b>
<ul style="list-style-type: none"> <li>• Teaching at undergraduate and/or post graduate levels</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>• Undergraduate dissertation supervision</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>• Postgraduate thesis supervision</li> </ul>	D	A/I
<ul style="list-style-type: none"> <li>• Administration of degree programmes within Higher Education</li> </ul>	D	A/I
<ul style="list-style-type: none"> <li>• Pastoral care of students</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>• Background in funding applications and their supervision</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>• Background in coordination of funded research endeavours and knowledge transfer</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>• Background in practice</li> </ul>	D	A/I

<b>Skills and Knowledge</b>	<b>Essential(E)/Desirable(D)</b>	<b>Method of assessment</b>
<ul style="list-style-type: none"> <li>• Demonstrated skills and enthusiasm for learning and teaching innovation</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>• Research skills commensurate to the role</li> </ul>	E	A/I/P
<ul style="list-style-type: none"> <li>• Effective management and organisational skills</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>• Ability to work both independently and within a team</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>• Ability to communicate effectively (both orally and in writing)</li> </ul>	E	A/I/P
<ul style="list-style-type: none"> <li>• Familiarity with, and competent use of, sector-standard Virtual Learning Environment</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>• Evidence of a commitment to innovation in the pursuit of CPD/enterprise, with the potential to contribute to the department's goals in this area</li> </ul>	E	A/I
<b>Any other requirements</b>	<b>Essential(E)/Desirable(D)</b>	<b>Method of assessment</b>
<ul style="list-style-type: none"> <li>• Commitment to the Mission and values of Liverpool Hope</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>• Ability and willingness to contribute to University-wide activities, including curriculum development, commercial activities, student recruitment, committee work, marketing, community development and collegiate activities</li> </ul>	E	A/I

<ul style="list-style-type: none"> <li>Ability to demonstrate an understanding of, and commitment to equality and diversity, and its practical application</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>Willingness to participate in fieldwork</li> </ul>	E	A/I

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## Contact for Queries

Dr Katherine Baxter  
 Academic Lead for Marketing and Economics  
[baxterk@hope.ac.uk](mailto:baxterk@hope.ac.uk)

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## Conditions of service:

This post is based at Hope Park campus. However, you may be required to work in other areas of the University as and when required.

The post is permanent, subject to the normal probationary period of 12 months.

Salary scale for this post is (Grade 7) £38,784 to £46,049 per annum. New appointments will normally be made on the first incremental point of the advertised grade within the salary scale. In certain circumstances, it may be appropriate to offer a candidate a higher incremental point of the advertised grade. A higher salary will not be offered purely on the fact that it has been requested. Any starting salary above the first incremental point of the advertised grade must be justified and **supported by evidence**. Salary is payable monthly in arrears by bank giro credit on and around the 20<sup>th</sup> of each month.

The annual leave runs from 1st September to 31st August. Holiday entitlement is 28 days per year plus statutory Public Holidays and Liturgical days. This entitlement is pro-rated for part-time staff.

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## Further Information

Liverpool Hope University has two main teaching campuses – Hope Park in the Liverpool suburb of Childwall and the city centre Creative Campus.

We have invested more than £60 million in buildings and equipment over the past eight years and we are proud of our campuses. Stunning listed buildings sit alongside modern architecture, and with beautiful gardens and facilities, which make Liverpool Hope University a unique place to work and study.

### Mission and Values

Liverpool Hope University is an ecumenical Christian Foundation, which strives:

- to provide opportunities for the well-rounded personal development of Christians and students from other faiths and beliefs, educating the whole person in mind, body and spirit, irrespective of age, social or ethnic origins or physical capacity, including in particular those who might otherwise not have had an opportunity to enter higher education;
- to be a national provider of a wide range of high-quality programmes responsive to the needs of students, including the education, training and professional development of teachers for Church and state schools;
- to sustain an academic community, as a sign of hope, enriched by Christian values and worship, which supports teaching and learning, scholarship and research, encourages the understanding of Christian and other faiths and beliefs and promotes religious and social harmony;
- to contribute to the educational, religious, cultural, social and economic life of Liverpool, Merseyside, the North-West and beyond.

### Liverpool Hope's Values

Hope strives to meet the following values, which are integral to the fulfilment of its Mission:

- be open, accessible and inclusive,
- take faith seriously, being fully Anglican, fully Catholic, fully ecumenical, fully open to those of all faiths and beliefs,
- be intellectually stretching, stimulating, challenging,
- be hospitable, welcoming, cheerful, professional, full of Hope; creating supportive communities in aesthetically pleasing environments,
- be well-rounded, holistic, integrated, a team, a community of communities, collaborating in wider partnerships.

## **Equality and Diversity**

Consistent with its Mission, Liverpool Hope strives to be a University where the individual and individuality matter. We hold students, staff and visitors in high regard and we seek to foster a working and learning environment that recognises and respects difference. All staff are expected to comply with the University's Equality and Diversity policies in the performance of their duties.

## **Health and Safety**

Liverpool Hope University is committed to ensuring the health, safety and welfare of all staff at work and of students, visitors and others by continuous improvement in standards of health and safety. All staff are expected to comply with the University's Health and Safety policies in the performance of their duties

## **Sustainability**

Liverpool Hope University is committed to enhancing the quality of its environment for its staff and students working and living at the University and the wider community; and aims to manage its operations in ways that are environmentally sustainable, economically feasible and socially responsible. All staff are expected to work in accordance with, and promote the University's sustainability practices.

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## **Benefits of working at Liverpool Hope University**

Liverpool Hope offers its employees a full range of benefits:

### **Pay and Pensions**

- Competitive rates of pay defined using the HERA job evaluation scheme
- Pension schemes with generous employer contributions

### **Home and Family**

- Generous Annual Leave Arrangement
- Opportunity for flexible working arrangements

### **Training and Development**

- Induction training for all new staff
- Staff development opportunities

## Health and Well-Being

- Hope Park Sports fitness suite and classes with discounted membership
- A range of food outlets with healthy eating options
- Staff counselling service
- Staff cycle scheme
- Support with lifestyle changes
- A range of social activities and groups
- On-site chapel, multi-faith prayer room and Chaplaincy
- Eye testing scheme

We also provide a variety of staff discounts ranging from reduced price Theatre tickets to discounts on beauty treatments.

## Library services

Liverpool Hope's Library Service provides access to a wide-ranging collection of physical and online resources to support learning and research. The service also provides different types of study space across both campuses to support the wide range of learning styles and needs, from individual study rooms to group spaces, and from silent study to more relaxed social learning

## Car Parking

All users of University car parks are required to pay for their use. The University has a scalable charging system for annual permits and pay and display facilities for occasional users.

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## How to apply

You can download the application form by the link below:

[How to apply](#)

## Useful links

[www.hope.ac.uk/lifeathope/welcome](http://www.hope.ac.uk/lifeathope/welcome)

<https://www.hope.ac.uk/gateway/staff/peopleservices/>

[www.hope.ac.uk/jobs](http://www.hope.ac.uk/jobs)



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