



## **JOB DESCRIPTION**

### **Professor/Full Professor in Marketing DCU Business School Permanent contract**

#### **Dublin City University**

Dublin City University [www.DCU.ie](http://www.DCU.ie) is a young, ambitious and vibrant University, with a mission 'to transform lives and societies through education, research, innovation and engagement'. Known as Ireland's 'University of Enterprise and Transformation', it is committed to the development of talent, and the discovery and translation of knowledge that advances society and the economy. DCU is the Sunday Times Irish University of the Year 2021.

The University is based on three academic campuses in the Glasnevin-Drumcondra region of north Dublin. It currently has more than 18,000 students enrolled across five faculties – Science and Health, DCU Business School, Computing and Engineering, Humanities and Social Sciences and DCU Institute of Education. DCU is committed to excellence across all its activities. This is demonstrated by its world-class research initiatives, its cutting-edge approach to teaching and learning, its focus on creating a transformative student experience, and its positive social and economic impact. This exceptional commitment on the part of its staff and students has led to DCU's ranking among the top 2% of universities globally. It also consistently features in the world's Top 100 Young Universities (currently in QS Top 70 Under 50, Times Higher Top 150 Under 100).

DCU is placed 84th in the world, in the Times Higher Education University Impact Rankings – measuring higher education institutions' contributions towards the UN Sustainable Development Goals. Over the past decade, DCU has also been the leading Irish university in the area of technology transfer, as reflected by licensing of intellectual property.

#### **Overview of the department**

DCU Business School is a dynamic school whose history is marked by steep upward development. From the outset, our guiding voices were those of industry and students and, as a result, we are today distinctive for our deep and responsive industry engagement and our close concern with the success of our students. From those beginnings in the 1980s, and particularly over the last ten years, DCU Business School has developed an excellent research profile characterised by its industry relevance and a strong international reach. The School is accredited by AACSB, AMBA and has been awarded the Small Business Charter from the Chartered Association of Business Schools. Additionally, our programmes have relevant professional accreditations. DCU Business School is an engaged, innovative internationally-focused school which prides itself on its excellent reputation for impacting students, the academic community, industry and wider society.

### **Role Profile**

The successful candidate will be a member of the Enterprise and Innovation Group in DCU Business School. S/he will conduct high quality research and teaching in Marketing and will also participate in the School's external engagement activities. S/he is expected to deliver leadership in the Marketing discipline, and more widely in the School, with regard to all areas of activity: Teaching, Research, Management/Service and External Engagement.

### **Duties and Responsibilities**

The duties and responsibilities of the position include, but are not restricted to, the following:

### ***Research and Scholarship***

To contribute to the leadership of research activity in DCU Business School by:

- Publishing new ideas and findings in top tier international peer-reviewed journals
- Achieving measurable research impact via citations and other means.
- Leading the dissemination of research via the hosting of research conferences, seminars etc.
- Enhancing the reputation of the School in the international research community via conference presentations, journal editorships, external examining, etc.
- Translating academic research into insights for the world of practice (accounting profession, accountants in industry/public or voluntary sector, executive education etc)
- Seeking funds from external agencies and/or organisations to support personal and School research initiatives.
- Developing and leveraging international research networks to enrich the research activity of the School.
- Contributing to the leadership of collaborative and interdisciplinary research within the discipline and School.
- Providing research mentorship to early career academics
- Attracting and supervising high-calibre postgraduate research students and contributing to the School's PhD supervision process
- Enriching the research culture and environment in the School.

### ***Teaching and Learning***

To contribute to the leadership of teaching and learning activity in DCU Business School by:

- Delivering modules in a manner consistent with the highest academic standards
- Using a wide range of teaching and assessment methodologies which foster a deep approach to learning and which equip students with the skills and attributes needed to be lifelong learners
- Leading the design and development of new modules and programmes and working proactively and collaboratively to enhance existing modules and programmes
- Enriching the scholarship of teaching within the discipline and School
- Fostering a culture of teaching innovation within the discipline and School
- Supporting new lecturers and supervising part-time lecturers
- Contributing to the teaching activities of the School's Centre for Executive and International Education.

### ***Service and Contribution to University and Society***

To contribute to the leadership, management and administration of the School by:

- Delivering assigned leadership, management and service roles in the School to a high standard

- Leadership of, and/or participation in, programme/discipline and School accreditation activities
- Contributing proactively to relevant School and University committees, working groups and meetings
- Mentoring and supporting new academic colleagues
- Leading and participating in School marketing, alumni and stakeholder relationship activities, for example, programme promotion events, INTRA (work placement) visits, events with partner universities etc
- Enhancing the reputation and impact of DCU Business School through leadership and engagement in external academic, business, professional, public sector and community activities (approved by the Executive Dean, where appropriate).

### **Qualifications and Experience**

- Applications are invited from academics with a track record of achievement within the Marketing discipline in higher education and who are committed to contributing to the leadership of the discipline in DCU Business School.
- Candidates must have a Level 8/9 honours degree and a PhD in Marketing or a closely related field.
- Candidates must have a proven track record of producing high quality research outputs, particularly high-quality peer-reviewed journal publications and they must provide evidence of a breadth of research experience and leadership capability. Additionally, both depth and breadth of teaching experience in higher education and a track record of excellence in teaching and of inspiring students is also required. It is desirable for candidates to hold a professional accounting qualification and relevant professional/industry experience is welcomed.
- We are seeking candidates with a track record of achievement in research, with a pipeline of research projects that will lead to publications in high impact international journals.
- Candidates should be part of international research networks and have a range of research collaborators and it is desirable that they have experience of research supervision and applying for research funding.
- Candidates should have evidence of leading teaching and learning innovations/initiatives and should have experience of effective external engagement with the accounting profession and/or the business community.
- Candidates must demonstrate excellent interpersonal and communication skills consistent with the highest quality of teaching, research, management and external engagement, together with evidence of successful teamwork and a collegial approach.
- The successful candidate will play an important role in the further enrichment of the School's national and international reputation and must display clear leadership attributes and skills and have the ability, and interest, to inspire and motivate colleagues with regard to all areas of activity of DCU Business School.