

Greenwich Business School

Professor of Marketing



UNIVERSITY OF
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Welcome from the Vice-Chancellor

Thank you for expressing interest in our Professor of Marketing position. The University of Greenwich is a very special place and is rightly proud of its heritage in providing transformative experiences for students from all walks of life. We are equally proud of our high standards of applied research and enterprise which support economic growth, social impact and sustainability. As we move into a new era, we are passionate and focused on the future and our collective ambition is to become the best modern university in the UK by 2030.

We will achieve this by focusing on student experience and success, investing in our knowledge exchange capability and building upon our existing achievements in applied, impactful research. We have ambitious plans for our three campuses in London and Kent and these are founded upon our commitment to build successful partnerships, providing sector-leading facilities and attracting talent on a global scale. We are particularly proud of our diverse student and staff body and our explicit commitment to equality, equity and inclusion.

We are seeking an outstanding individual to join us as Head of Management and Marketing at the Greenwich Business School. You will provide strategic, operational and visionary leadership for the School. You will be responsible for developing and growing the team and programme portfolio and for establishing the School's strategic direction. If you have drive, commitment, professional credibility and share our passion for higher education and its power to change lives for the better, I encourage you to apply for the position.

Professor Jane Harrington
Vice-Chancellor



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University of Greenwich

The university takes its name from the Royal Borough of Greenwich in London. Greenwich has a long and rich history which forms the backdrop and inspiration for today's university. Many of the buildings on Greenwich Campus were designed at the end of the 17th century by Sir Christopher Wren, one of Britain's greatest architects, and the work was overseen by Nicholas Hawksmoor and Sir John Vanbrugh, both towering figures in their field. The £76 million Stockwell Street Building continues this tradition of innovative architecture within the Maritime Greenwich World Heritage Site. Altogether, the university is custodian of 16 listed buildings, including the grand former Royal Naval Barracks at Chatham Maritime, now home to the Medway Campus.

Our vision, our values and our strategy

Our vision for 2030 is to be the best modern university in the UK. Our university is a community of people from many walks of life. We take pride in the diversity of our subject expertise, the lived experience of our staff, students and alumni, and the diversity of campus experiences we offer. This diversity is our strength and enables us to say we are a university that empowers others to make a difference locally, regionally, nationally and internationally, with equal intensity. What makes the university distinctive is that we proactively support our students and staff to achieve their ambitions because of, rather than despite, their backgrounds. The University of Greenwich Strategy is driven by the vision of Education without Boundaries, underpinned by the values of inclusivity, collaboration and impact, with principles of creating opportunities, building partnerships and delivering transformation. We're proud to have achieved TEF Gold, and be named 20th in Stonewall's Top 100 Employers List



University of Greenwich

The University has four Strategic Priorities:

1. Student Success
2. Inclusivity and Culture
3. Research and Knowledge Exchange
4. Connected Sustainable Campuses

Education Without Boundaries means:

- Widening access to higher education for individuals who may otherwise not aspire to experience and benefit from it.
- Fighting for improved social mobility and equality, diversity and inclusions in everything that we do.
- Empowering our students to use their lived experience to stand out in their chosen vocation in the workplaces of tomorrow.
- Empowering our staff to innovate in a way that makes a difference academically, commercially and socially.
- Providing physical and digital campus services that foster a sense of community to build networks, peers, friends and connections that set our students up for life.
- Breaking down boundaries that exist within and between academic disciplines, locations and borders.
- Ensuring an equitable focus on local (civic), regional, national and global agendas.



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This is our Time, University of Greenwich Strategy

Greenwich Business School is a global community of students, staff and alumni working together to prepare individuals for the world of modern business. We believe in "Education without Boundaries" and we are committed to every student, whoever they are, wherever they are from and whatever they want to achieve.

Our shared goal is to Make a Difference - for our staff, students and partners.

We are one of the largest business schools in London with over 7,000 students from over 140 countries and over 375 academics supported by a superb team of professional services colleagues. We invest in supporting and developing our staff, creating a culture where everyone feels valued and opportunities are equal.

We offer a diverse course portfolio, including accountancy and finance, business and management, entrepreneurship, economics, marketing and advertising, human resource management, tourism, hospitality and events. We have strong links with business and industry and our courses are accredited by the relevant professional bodies.

Our students work on today's and tomorrow's business problems, taking part in hackathons, role plays, Big Picture talks and simulations. Our innovative curriculum, technology and teaching encourage them to think critically and creatively.

Our stunning UNESCO World Heritage campus is inspiring, on the banks of the River Thames opposite London's Global Financial Hub, Canary Wharf. Our dedicated employability team support our students to maximise their graduate employment outcomes. We offer internships, placements, mentoring, 1-2-1 career coaching, employer-led workshops and support for start-ups from our entrepreneurial hub, the Generator.

Our faculty comprises:

- [School of Accounting, Finance and Economics](#)
- [School of Management and Marketing](#)
- [School of Business, Operations and Strategy](#)
- [Executive Business Centre](#)

Our Research

Our research and knowledge exchange

Greenwich Business School has a thriving research and knowledge exchange culture and is home to four research centres:

- *Centre for Employment and Work (CREW)*
- *Political Economy, Governance, Finance and Accountability (PEGFA)*
- *Networks and Urban System Centre (NUSC)*
- *Tourism & Marketing Research Centre (TMRC)*

Our research is world-leading, international, informs business practice and influences government policy. Colleagues are well supported by staff development and a research support allowance that recognises and rewards research achievements. We are committed to increasing our knowledge exchange activities and to developing strategic partnerships locally, regionally and internationally to support small to medium size enterprises and are pleased to be accredited with the Small Business Charter.



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School of Management & Marketing

The School offers a wide range of undergraduate and postgraduate programmes in Marketing, Tourism, Hospitality, Events and Human Resource Management.

The School is home to about 2,100 students and 80 staff and our ambition is to continue to grow and innovate our provision and to develop practice-led courses that are aligned to the evolving needs of industry.

The majority of our programmes are accredited by professional statutory and regulatory bodies including the EFMD, CIM, CIPD, IDM, IOH and CHME and we work closely with our School Advisory Board to develop our curricula.

The School of Management and Marketing also has a number of international TNE partnerships plus a developing network of strategic partnerships, locally and nationally. We see partnerships and engagement as one of our key drivers of positive change, supporting Greenwich Business School to meet its strategic ambitions for 2030.



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Tourism & Marketing Research Centre (TMRC)

The Tourism & Marketing Research Centre was launched in 2023 following the merger of the Marketing Research Group and Tourism Research Centre. We are focused on producing research and knowledge exchange that meets the University's values of impactful, inclusive, and collaborative work. Our research outputs address a wide range of the 17 Sustainable Development Goals proposed by the United Nations but our work particularly clusters around:

- SDG 3 - Good Health & Wellbeing
- SDG 8 - Gender Equality
- SDG 10 - Reduced Inequality
- SDG 11 - Sustainable Cities and Communities SDG 12 - Responsible Consumption & Production

Our achievements:

- We currently have 40 members and 19 post-graduate research students who are fully involved in the Centre
- During 2022-2023, we produced 26 journal articles, 19 of which were 3* and 4* publications
- We made a significant contribution to the University REF success in 2021, submitting 30 outputs from 15 members of staff



Professor of Marketing

In order to advance our successes within the Tourism & Marketing Research Centre (TMRC) and the broader School of Management & Marketing, we are seeking a distinguished individual to join us as Professor of Marketing.

The Professor of Marketing will play a pivotal role in developing and enhancing our research and knowledge exchange income capacity. In particular, the candidate will:

- Demonstrate a robust track record in securing research and/or knowledge exchange income.
- Collaborate with colleagues across the TMRC and the School to facilitate their growth and facilitate successful funding and knowledge exchange initiatives.
- Develop and implement strategic plans to meet the TMRC and School's research and knowledge exchange Key Performance Indicators, with a specific emphasis on augmenting income derived from research and knowledge exchange.

Join us in driving forward our research and knowledge exchange initiatives.



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Professor of Marketing

As a senior member of the academic community, the Professor of Marketing will demonstrate the following leadership behaviours:

- **Leads Authentically and Inclusively**

Demonstrates and articulates high expectations of self and others to improve and sustain performance. Seeks to give feedback that is credible and challenging, as well as supportive and encouraging to improve performance where needed. Inspires and actively empowers individuals and teams to deliver on tasks, to maximise their performance and potential. Is aware of their biases and preferences and seeks out and considers different views and perspectives to inform decision-making.

- **Leads Change**

Shapes and articulates the overall vision, setting a clear direction that engages and shapes and articulates the overall vision, setting a clear direction that engages and connects people in the delivery of change plans. Learns from experience and has confidence to try new ideas, drawing from internal and external sources. Willing to take on new challenges and maximises future opportunities and possibilities.

- **Builds Trust**

Builds a shared purpose and trusts team members to achieve objectives. Uses clear unambiguous language, actively listens, encourages feedback and can be trusted to deliver. Influences with integrity, actively builds working relationships and challenges inappropriate behaviour. Values equality and diversity and personally demonstrates an inclusive approach.

- **Thinks and Acts Strategically**

Understands the context and environment in which the University operates and how its performance compares to its competitors. Seeks and assimilates different types of information to make informed decisions that are consistent, clearly communicated and followed through. Demonstrates sound judgement based a clear set of values. Develops effective networks and partnerships both internally and externally. Actively refers to the University's strategy and contributes to the student experience.

- **Personally Effective**

Has the ability and confidence to interact effectively with people in a range of contexts. Demonstrates emotional self-awareness and reflects on the potential impact of their behaviour on others. Exhibits an engaging, energetic and enthusiastic leadership style, role modelling expected behaviours and encouraging feedback on own performance.

Greenwich Business School

- We are amongst the largest Business Schools in London with over 7,000 students from over 140 different countries this year.
- Our Greenwich Campus is based on a UNESCO World Heritage Site, and we are custodian of 16 listed buildings of special architectural or historic interest.
- We are ranked 2nd in London in Tourism, Transport, Travel & Heritage Studies (Complete University Guide 2024).
- We are ranked in the TOP 3 in London for both Student Satisfaction and also for Graduate Prospects in Tourism, Transport, Travel & Heritage Studies (Complete University Guide 2024).
- We are ranked 3rd in London in Marketing (Complete University Guide 2024).
- We are ranked joint 1st in London in Marketing for Graduate Prospects (Complete University Guide 2024).
- Our well-established public lecture series, the Big Picture Seminar, features speakers from a diverse range of backgrounds, attracting around 4,000 attendees per year.
- Nurturing student entrepreneurship is important to us as entrepreneurs have the ability to drive market change. Our dedicated centre, the Generator, helps to develop pioneering skills, start new ventures, and connect with experts funding competitions, events and co- work space.
- We organise #GreHacks, a 2-day event where student teams compete to solve bespoke challenges set by businesses and organisations.
- Working with industry experts and mentors enables students to develop problem solving, presentation and networking skills before presenting their solutions to a panel of judges on the final day.

Professional Accreditations



Chartered Banker



Benefits of working with us

Community and Staff

The University of Greenwich is a large university with three attractive campuses in and around London. We combine strong regional, national and international links with excellence in applied research and a mission for access.

The University has achieved considerable growth in the last 20 years to become a major player in the education sector, with a turnover of £230 million and over 28,000 students, 21% of them postgraduate. The University is proud of its diverse student body, with a broad range of students from black and other minority ethnic communities, a high proportion of mature students and broadly equal numbers of men and women.

Our staff share our vision and passion for transforming lives through inspired teaching and research and are committed to our values and behaviours.

Diversity Networks and Groups at the University of Greenwich

We are proud to have four Staff Networks and Groups for staff across both academic and professional roles. The purpose of Staff Communities is to provide a safe, supportive and confidential forum for sharing experiences, networking and discussing identified issues that affect members of staff across the University; agree and implement possible solutions and make recommendations to senior stakeholders and the EDI Committee. It also intends to promote the interests of the diverse staff, raise awareness about diversity and inclusion and input into the policies and practices of the University.



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Benefits of working with us

Our Staff Networks and Groups

- LGBT+ Staff Community
- Disabled Staff Community
- BAME Staff Network
- Women's Staff Network

Why should you join our team?

We offer some of the most competitive salaries in the public sector based on incremental pay scales and annual pay awards. We pay London Weighting to staff at our Greenwich and Avery Hill campuses and provide other special allowances to staff where appropriate.

We want our staff to enjoy a healthy work and life balance. Annual leave entitlements vary depending on your position and years of service, ranging from 26 to 35 days. In addition, you get eight days' statutory holidays, and most staff benefit from extra leave over the Christmas and New Year break. Administrative and support staff normally work 35 hours a week, and we are always willing to explore part-time working and job-sharing arrangements.

It is not just our students who have an opportunity to learn, study and develop. Our staff do too. Our Staff Development Unit runs a range of training and development sessions to help staff become fully proficient in their roles and develop their careers. Teachers new to the profession get help through access to PGCerts and a variety of induction and training events. Staff are encouraged to make use of our programmes and courses for their own development; many full-time and part-time staff study for degrees and attend other University courses free of charge.



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How to apply?

This is an exciting time to join us. If you share our commitment to Education Without Boundaries, we want to hear from you. Please review the full job description, candidate specification, role descriptors and details of how to apply, by clicking on the following link: <https://jobs.gre.ac.uk/vacancies.aspx>

Should you wish to have an informal conversation regarding this post, please contact the People Directorate Operations Team at peopleoperationsgbs@greenwich.ac.uk in the first instance.

Applications are invited by noon on **31st May 2024**.

We are under-represented by BAME colleagues at this level and would encourage and welcome applications from BAME candidates.



peopleoperationsgbs@greenwich.ac.uk



<https://jobs.gre.ac.uk/vacancies.aspx>

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