

# Professor of Marketing

Greenwich Business School

May 2026



# Welcome

September 2025

Greenwich Business School is a faculty with real momentum, driven by a clear sense of purpose, a commitment to excellence, and a belief in the transformative power of education. Our mission is simple but ambitious: to make a difference by delivering outstanding outcomes for students and stakeholders through an exceptional learning environment, an inclusive culture, and a strong sense of professional purpose.

Our students come from all walks of life, and we are proud of the diversity and energy they bring to our School. We match that with a dynamic curriculum, high-quality support for student success, and a strong emphasis on real-world impact, whether through our research, partnerships, or entrepreneurship activity.

This is a critical and exciting moment in our journey. We are building high-performing teams, investing in our spaces and systems, strengthening our external connections, and sharpening our focus on graduate success and societal contribution. We are also preparing for significant new programme launches and working to expand our international and executive education profile.

If you share our passion for delivering meaningful change, through teaching, research, enterprise, or professional support, there is no better time to join us. We're looking for people who bring ambition, ideas, and integrity to their work, and who want to contribute to a business school which is modern, mission-driven, and future-facing.

**Dr Gary Brown** | Pro Vice-Chancellor and Executive Dean (Interim),  
Greenwich Business School

# The University

Driven by a founding ethos of 'no limits', the University of Greenwich's fundamental vision is to empower everyone to explore new possibilities, unbound by conventional wisdom and artificial boundaries. Through this approach, we aim to inspire new ways of communicating, connecting, and expressing our personal and collective identities.

Since 1890, we have provided a springboard for a global network of over 250,000 undergraduates, postgraduates, tutors, researchers, alumni, and partners. We support individuals and communities to realise and share their potential within business and society.

Our founding spirit challenges us to rewrite accepted wisdom, go the extra mile, and empower others to do the same. We're proud of all we have achieved so far and plan on being the #1 modern university in the UK by 2030.

We draw inspiration from our surroundings, including the spectacular Maritime Greenwich Campus, home to the University's Business School, just across the river from one of the most dynamic business centres in the world. Greenwich - as one of our three campuses - provides the platform for our diverse and continually-evolving community.

We support every student, tutor, researcher, and partner in exploring and expressing their individual and collective identities within society; to have their say, make an impact on the world, and share their voice.

Together, there are no limits to what we can achieve.

**TEF**  
**2023**

**Gold**





## Greenwich's vision, values and strategy

The University has four Strategic Priorities:

- Student success
- Inclusivity and culture
- Research and knowledge exchange
- Connected sustainable campuses

## Education without boundaries means:

- Widening access to higher education for individuals who might otherwise not aspire to experience and benefit from it.
- Fighting for improved social mobility and equality, diversity and inclusion in everything 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 which makes a difference academically, commercially and socially.
- Providing physical and digital campus services which foster a sense of community to build networks, friendships and connections which set our students up for life.
- Breaking down boundaries which exist within and between academic disciplines, locations and borders.
- Ensuring an equitable focus on local (civic), regional, national and global agendas.

# The Business School

As a faculty we are a dynamic, globally-connected academic community, bringing together students, lecturers and researchers, alumni, and partners in pursuit of excellence and impact in today's business world. Guided by an ethos of 'Education without Boundaries', we are committed to inclusivity and student success - supporting all, regardless of background or ambition, to achieve their full potential.

As one of London's larger business schools, we serve a diverse student body from over 140 countries. We also embrace the benefits of transnational education, working with partners in Asia and Africa.

Our activities are split across four departments: the School of Accounting & Finance; the School of Business, Operations & Strategy; the School of Management & Marketing; and the Executive Business Centre. Our disciplines include: Accounting & Finance; Economics; Business & Management; HR; Logistics & SCM; Marketing; Tourism & Hospitality; and Events.

Dynamic portfolio management ensures our offering adapts to demand to remain relevant and future-focused. Recent course introductions, for example Business Analytics, have seen strong growth and additional courses have just launched - taught Master's in Management, and Project Management, and a Doctor of Business Administration.

Professional bodies are critical to our course portfolio, reflecting our strong alignment with industry standards and employer expectations. A recent highlight is the award of EFMD accreditation to a Master's, placing us among a select group of London business schools with this prestigious recognition.



Always forward-looking, we are actively harnessing GenAI for the benefit of both students and staff. We have piloted sessions for students to explore - through authentic business scenarios - the collaborative use of GenAI tools; reviewed AI considerations in learning outcomes; have developed staff workshops and offer technical support and resources to foster community-building and best practice in this area.

Student success is at the very heart of what we do and strong levels of student satisfaction across many of our areas is testament to this approach. We focus on delivering industry-relevant courses which evolve with sector developments and position learners for future achievement. Students learn from expert academic teams and high-quality student support focused on a student-first ethos.

Our curriculum - supported by advanced learning technologies - is designed to develop critical thinking, creativity, and digital fluency. Students can expect to engage with real-world business challenges through experiential learning such as 'hackathons', simulations, and strategic role plays.

Beyond the classroom, there is access to tailored employability support, career mentoring, and a range of employability events. Most of our undergraduate degrees offer an industry placement year, something now extended to selected Master's. We also work to provide opportunities for industry insight, networking opportunities and - recognising the importance of entrepreneurship - have a specialist team available to help students launch their own ventures.

Facilities are key to student experience and Greenwich has invested heavily in campus spaces. We benefit from two specialist facilities - our Bloomberg Trading Floor and our Digital Marketing Suite.

An exciting new chapter starts soon for us, with the major Devonport House redevelopment. A new space, housing state-of-the-art teaching and learning areas, and our specialist suites, this project will see us under a single roof in Devonport House from the 2027/28 academic year, placing us in the vanguard when it comes to 21<sup>st</sup> century business school facilities.

We are also home to a thriving research, knowledge exchange and enterprise community.

Our research plays a key role in informing both our curriculum and creating societal impact, and focuses on transforming business, the economy and society through sustainable, responsible and caring practices, as well as excellence in business education.

Enterprise is a core part of our identity too - in 2025, we earned Small Business Charter accreditation, recognising our excellence in supporting small businesses, student entrepreneurship, and local economies - key strategic priorities.

# Accreditations and memberships

At Greenwich Business School, we are proud to work in partnership with a number of accrediting bodies and other organisations - these include:



The Chartered  
Institute of Logistics  
and Transport





# Faculty research

Challenge-driven and innovative, our research aim in the Business School is to work collaboratively with both internal and external stakeholders - businesses and local communities - to produce high-quality outputs which make a meaningful impact locally and globally.

Our four interdisciplinary Research Centres - bringing together diverse expertise and perspectives and a shared commitment to positive impact - address a variety of contemporary and complex social, economic, and environmental challenges:

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

Our work directly contributes to the [UN Sustainable Development Goals](#) (SDGs). Key examples include:

- CREW: Research for the Scottish Government on the value of women's work, supporting Gender Equality (SDG5) and Reducing Inequalities (SDG10).
- NUSC: EU projects on sustainable transport and tourism sectors, and the revitalisation of high streets, contributing to Sustainable Cities (SDG11) and Industry Innovation (SDG9).
- PEGFA: Studies on greening the economy, on climate action, and financial sustainability (supporting SDGs 6, 7 and 13).
- TMRC: Research on health messaging for marginalised communities and on inclusive tourism, supporting Reduced Inequality (SDG10) and Sustainable Cities (SDG11).

# The 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 1,700 students and 60 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.





# School research

Academic staff in the School of Management & Marketing undertake high quality research, including publishing in world-leading journals such as *Annals of Tourism Research*, *Journal of Operations Management*, *Journal of Business Research*, *Information Systems Journal*, and *Work, Employment and Society*. We also host the *In the MEANtime* podcast to disseminate our research beyond academia.

The School currently has 35 post-graduate research students. The main research centres that support the School are the Centre for Research in Employability and Work, and the Tourism and Marketing Research Centre. The research outputs for both Centres address a wide range of the 17 Sustainable Development Goals proposed by the United Nations.

- **Centre for Research in Employability and Work (CREW):** CREW explores how labour is integral to identity, integration, social relationships and productivity, both in the UK and around the world. Since CREW's inception in 2019, the Centre has built an interdisciplinary research and knowledge exchange ecosystem where work is explored from a diverse range of perspectives and sectoral contexts. However, at the core of everything is a mission to make work and employment more productive, dignified and inclusive for all.
- **Tourism and Marketing Research Centre (TMRC):** TMRC was launched in 2023 following the merger of the Marketing Research Group and Tourism Research Centre. TMRC is therefore an interdisciplinary network of academics whose work explores the areas of tourism, marketing, events and hospitality. The Centre is focused on producing research and knowledge exchange that meets the University's values of impactful, inclusive, and collaborative work. TMRC currently has 44 staff members and 24 post-graduate research students.

# The role

In order to advance our successes within the School of Management & Marketing, we are seeking a distinguished individual to join us as Professor of Marketing.

You 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 from across the School to facilitate their growth and facilitate successful funding and knowledge exchange initiatives.
- Develop and implement strategic plans to meet the School's research and knowledge exchange Key Performance Indicators, with specific emphasis on high-quality publications and augmenting income derived from research and knowledge exchange.
- Join us in driving forward our research and knowledge exchange initiatives.

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's offer

- **Reward, recognition and career:** Our overall package for pay, pensions, and career support is generous.
- **Work-life balance:** We promote a healthy work-life balance through enhanced leave and benefits - and offer specialist support for those with caring responsibilities.
- **Professional development:** We provide lots of opportunities for continuous learning through workshops, courses, certifications and professional qualifications, helping you to grow your skills and advance your career.
- **Health, wellbeing and inclusive culture:** We promote the health and wellbeing of our staff through gym memberships and access to counselling, GPs, and other support – and prioritise an inclusive culture where everyone can be themselves and thrive.
- **Sustainability and transport:** We are a sector leader in sustainability and have e-car, e-bike and cycle to work schemes, and offer free buses between our Avery Hill and Greenwich campuses, and subsidised buses for the Medway campus.

You can find out more about working for the University at:

<https://www.gre.ac.uk/jobs>



# Join us!

Want to join our vibrant, diverse and dynamic community?

If you share our commitment to driving meaningful impact through teaching, research, enterprise, or in a professional services role, there has never been a more exciting time to join us.

We are seeking individuals who demonstrate ambition, originality, and integrity, and who are eager to contribute to a forward-thinking, mission-led business school with a clear focus on the future.

Greenwich is a fantastic place to work, to develop your career and make a positive impact on students' lives and the community we serve.

You can find details of available opportunities - including full job descriptions, candidate specifications, role descriptors and details of how to apply - online at: <https://jobs.gre.ac.uk/vacancies.aspx>

Please refer to this role's listing on our vacancies webpage for details of the closing date.

***“I always felt I was seen for my potential. I think the University is one of the most understanding spaces you can be in... it's a place where we change people's lives - this is where I was meant to be and this is where I belong.”***

**Raluca** | Senior Teaching Fellow, Greenwich Business School



# Greenwich Business School

University of Greenwich  
Old Royal Naval College  
Park Row  
Greenwich  
London  
SE10 9LS



[www.gre.ac.uk/bus](http://www.gre.ac.uk/bus)



[greenwich-business-school](https://www.linkedin.com/company/greenwich-business-school)



[grebusiness](https://www.instagram.com/grebusiness)

**Important note:** We make every effort to ensure our information is as accurate as possible at the time of production (**12 January 2026**). However, this information is subject to change over time and it is important that you check the University's website for the most up-to-date information.



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