



**Lecturer / Senior Lecturer in Marketing**  
**Briefing Pack – March 2019**

## Introduction

The Royal Agricultural University is looking to appoint an experienced academic within the subject discipline of marketing who will play a critical role in shaping the University's academic teaching in this subject area.

A full University since 2013, the Royal Agricultural University is an acknowledged and long established leader in education, applied research and knowledge exchange relevant to the agri-food, land management and rural enterprise sectors and has well established links with employers, government and a range of NGOs.

The University has gone through a period of transformational change. The Vice-Chancellor, Professor Joanna Price, and the new leadership team have developed a strategic vision for the RAU that will ensure both relevance and sustainability.

This academic appointment to the School of Business and Entrepreneurship should provide a 'hands on' approach to teaching excellence and subject leadership, ideally with an established background in the Higher Education sector, industry-relevant research and knowledge exchange. You will bring a new perspective and will work closely with the Head of School to create a compelling vision for the subject area that aligns with the University's strategic plan. You will be able to demonstrate an ability to work with industry stakeholders and academic partners to provide sustainable and innovative solutions that support student experience and teaching excellence.

## The University

The University offers a stimulating, supportive learning environment designed to address the changing needs of the employment market by combining high academic standards (it was awarded TEF silver) with practically applied research, enhanced by strong industry links. As a result, the RAU produces leaders and innovators across the land-based industries.

The RAU offers undergraduate, masters and doctoral programmes across a range of academic disciplines. Courses are managed and taught by experienced staff and specialist consultants, many of whom are still engaged in professional practice. Students can choose from a range of degrees, at undergraduate and postgraduate level. Well-established undergraduate degrees include Rural Land Management, Real Estate, Agriculture, International Business Management, Food Production and Supply Management, Business and Enterprise, Environment, and International Equine and Agricultural Business Management. In some subjects, there is also the opportunity for students to progress from Foundation to BSc Honours degrees. At postgraduate level the RAU offers a number of taught MSc programmes.

The University has also recently established a ground-breaking partnership with the Countryside and Community Research Institute (CCRI) at the University of Gloucestershire and the University College of Estate Management (UCEM), to plan and develop a new suite of innovative courses focused on sustainability and sector leadership for the 21<sup>st</sup> Century. We are working closely with a range of major agri-food and rural businesses in the UK and internationally, to develop a new generation of talented and well-equipped rural asset managers and leaders who can grasp the challenges of future sustainable and resilient business and policy development. The initiative secured HEFCE Catalyst funding.

The University has secured HEIF funding to support an exciting new Knowledge Exchange strategy. Central to this is the development of a Knowledge Hub that will help industry navigate change and uncertainty making it possible to tackle big challenges more effectively delivering societal benefit and impact. The hub will provide a focus to pioneer farmer-led innovation, act as an accelerator of rural enterprise and become a centre for thought leadership for the informed development of evidence-based policy and strategic thinking.

The RAU validates degrees for a number of land-based Further Education Colleges and currently has a

programme of franchised degrees with one provider. Expanding our partnership programme with Colleges, Schools and other institutions is a key strategic goal.

- The university has recently invested in a number of business and entrepreneur facing facilities:
- Launch of Trent Lodge Enterprise Centre in July 2016 for students, graduates and Farm 491 members who are developing their own businesses.
- £2.9m Farm491, an innovative new agri-tech business incubator where students and business leaders can learn from expert advisers.
- £1.2m Rural Innovation Centre as a knowledge hub for students wishing to improve their rural skills training and on-farm resource for the wider community.
- 2.6 hectare vineyard that produces and bottles wine to be marketed commercially as a University run social enterprise.
- £1.25m Growth Hub, opening in 2018 providing a dedicated business support to start-up companies within Gloucestershire, helping them to accelerate their growth and exploit their full potential.

## The School of Business and Entrepreneurship

The School of Business and Entrepreneurship (SBE) is one of four schools in the University and delivers business education to students across the RAU as well as to engage in research, consultancy and professional training. There are currently over 180 students studying within the School. The new Head of School, Dr David Bozward was appointed in October 2018 and leads an established team of academics and professionals in a successful school with an outstanding reputation in developing entrepreneurial rural business leaders.

The School currently delivers five taught programmes to prospective students:

- FdSc Business and Enterprise
- BSc (Hons) International Business Management
- BSc (Hons) International Business Management (Agri-food)
- MSc Business Management
- MBA Innovation in Sustainable Food and Agriculture

In addition, the following research degrees are offered:

- MSc Research Degree Programme
- PhD Research Degree Programme

All of our undergraduate students undertake a work placement as part of their programme, which allows them to gain valuable experience and see how what they are learning is used in practice. All of our honours degrees have dual accreditation from the Chartered Management Institute (CMI). Academic staff are also expected to provide 'flying facility' teaching to China.

The School provides a range of Knowledge Exchange activities through a menu of CPD courses and corporate training, consultancy and through local and international networks. Academics engage in research delivering papers at relevant conferences both nationally and internationally. Research activity within the School is currently around farmland pricing models, rural business leadership, animal trading patterns, agricultural entrepreneurship skills, food labeling and rural tourism.

The School runs a university wide multi award-winning Enterprise and Entrepreneurship Programme, which has supported many students in starting their own successful businesses. The programme offers First Steps Funding to help students test their business idea and provides help and guidance at all levels of business start-up. The quality and success of the programme is illustrated by the following:

- Guardian University Awards; Runner up in 2016 and Finalist in 2018 in the Entrepreneurship Category
- Duke of York Award for University Entrepreneurship; Finalist 2016 and 2017

- Finalist National Association of College and University Entrepreneurs; Student Entrepreneur of the Year 2016
- Business Innovation of the Year winner 2016 (Cirencester Business Awards)
- RAU Green Impact Award – Winner 2016 in both the Innovation category (for EEP inclusion of sustainability for start-ups and Community Engagement) and entrant into the national competition representing the RAU.
- Winner Cirencester Business Awards; Business Innovation 2016

The University recently become a centre of excellence for enterprise and entrepreneurship education through the Institute of Enterprise and Entrepreneurs (IOEE), one of only six in the UK.

## The Role

<b>Post Title:</b>	Lecturer / Senior Lecturer in Marketing
<b>Reports To:</b>	Head of School Business and Entrepreneurship
<b>Location:</b>	Cirencester, Gloucestershire
<b>Term:</b>	Fulltime Permanent
<b>Responsibility for:</b>	Teaching Finance & Economics and advancing the discipline through academic scholarship
<b>Salary:</b>	Grade 8/9: £33,198 - £48,676 DOE

## Role Purpose

The main purpose of the role is to teach marketing as applied to the agriculture, food and land-based sectors, focusing marketing, start-up and small business marketing. Some teaching in new agri-food product or services marketing, sales processes, customers relationships management and social media will also be expected. This expertise will have ideally been acquired through academic practice and experience in the industry.

Appointees are expected to teach across our undergraduate and postgraduate courses, will possess an excellent understanding of the subject area and a proven ability to communicate this knowledge to others. You will contribute to the management, administration and coordination of parts of the teaching programme and its development. There is also an expectation to engage in consultancy and/or support our professional development programmes. You will have a teaching qualification or willingness to obtain one.

While this is a teaching focused role, the University encourages engagement in scholarly or pedagogical development in your subject area. As a member of Academic Board you will have an opportunity to help shape and deliver change as the University develops the strategic plan and develops a revised curriculum that focuses on the student experience and employability.

You will also have a degree in Business Management, Marketing or relevant subject area, ideally have postgraduate qualifications or evidence that you are prepared to continue your own education through research and continued professional development.

While we would like to appoint an experienced HE academic, we will also consider applications from those at the start of their career.

## Key Responsibilities

### Teaching and Assessment

- Deliver teaching through lectures, tutorials, seminars, field excursions practical exercises and other modes of delivery to undergraduate and postgraduate students.
- Developing the School's teaching programmes in Marketing to ensure they are cutting edge and embrace the latest innovations in teaching and learning.
- Design, deliver and mark a range of assessments, as required by programme specifications.
- Supervise undergraduate and postgraduate student dissertations.

- Create student awareness of current professional practice through visits, case studies and visiting speakers.
- Provide academic and pastoral support for students (all staff have personal tutor responsibilities).
- Contribute to the generation and delivery of professional development courses.

### Scholarly and Professional Activity

- Engage in a programme of academic scholarship.
- Engage in on-going professional development, including completion of a Postgraduate Certificate in Academic Practice (PGCAP or equivalent, if not already held).
- Attending and contributing to relevant congresses and conferences to develop the wider agenda and to promote the RAU's programmes.
- Identifying opportunities for Marketing, through interaction, engagement and networking with students, employers, investors and sector specialists.

### Administration

- Manage modules, programmes and other functions.
- Attendance at academic board, programme meetings, School meetings, examiners meetings and other management meetings arising from assigned responsibilities.
- Assist with the careers service to students and employers.
- Be part of the School recruitment team.
- Participating in the corporate life of the RAU as deemed relevant by the Head of School and Deputy Vice Chancellor.
- To contribute to the development of the wider University's new curriculum and academic agenda.

### Skills and Experience

- Proven experience of teaching in the Higher Education Sector, at least up to Masters level.
- Expertise in agri-food Marketing would be particularly welcomed.
- Experience of programme management and design.
- Experience of business development in the private sector.
- Previous experience of independent research and /or consultancy would be advantageous.
- Proven experience of leading or influencing teams.
- Working to deadlines and targets and keeping within budgets.
- Ideally you will have a relevant professional post graduate qualification (e.g. a PhD, MBA)

### Application Procedure:

If you are interested in applying for this role, please send:

- A University [Academic Application Form](#) together with the [Equal Opportunities Monitoring Form](#) available on the University website [www.rau.ac.uk](http://www.rau.ac.uk)) – Please attach your up to date CV to add additional information
- A covering letter explaining your interest and motivation for applying, along with how your experience and qualifications suit you for the role
- Details for three professional or academic referees

Please forward to the Human Resource, Royal Agricultural University, Cirencester, Gloucestershire, GL7 6JS or via email to [human.resources@rau.ac.uk](mailto:human.resources@rau.ac.uk).

**Closing date for application forms is: 3<sup>rd</sup> April 2019 with Interviews on: 24<sup>th</sup> and 26<sup>th</sup> April 2019.**