



The original redbrick university and a member of the Russell Group

Faculty of Humanities and Social Sciences

LECTURERS (ASSISTANT PROFESSORS) IN SPORTS MARKETING, SPORTS ANALYTICS & SPORTS ECONOMICS (3 POSTS)

Area: Marketing Subject Group, University of Liverpool Management School

Location: University Campus, Liverpool

Salary: £43,415 – £54,950 pa

Working Hours: Full-Time

Tenure: Permanent, subject to Probation

Closing Date: 16th April 2023 by 11.30pm

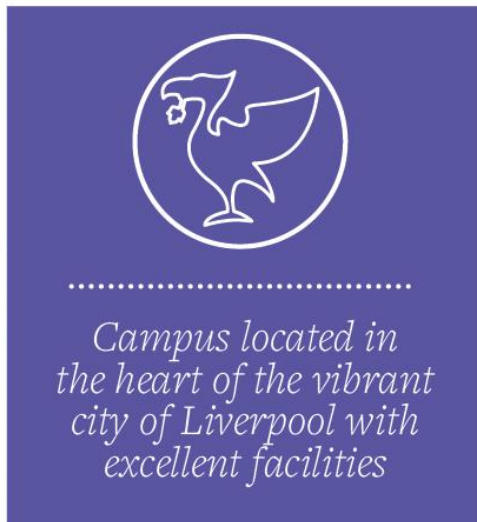
Presentation Date: 11th May 2023

Interview Date: 12th May 2023

Online application > Shortlisting > Interview Process > Job Offer



Outstanding development opportunities through our Academy



Campus located in the heart of the vibrant city of Liverpool with excellent facilities





About the Role



ROLE OVERVIEW AND UNIVERSITY CONTEXT:

University of Liverpool Management School (ULMS)

“Learning to make a difference” from an enterprising and vibrant world-city of culture

EQUIS, AACSB and AMBA accredited the University of Liverpool Management School (ULMS) is a truly international institution with a global reputation for excellence in teaching, research and collaborative relationships. ULMS benefits from Liverpool’s standing as a founding member of the Russell Group of the UK’s leading research-intensive universities. Formed in 2002 through the bringing together of a number of well-established departments and research groups in the University of Liverpool, ULMS provides a world-leading environment for research. The pursuit of research internationally recognised for its excellence, originality, significance and rigour is central to the ULMS culture, as is the delivery of a strong student experience.

Following the appointment of the School’s Dean, Professor Julia Balogun, in 2015 and supported by strong ongoing investment from the University and the University’s ambitious STRATEGY2026, ULMS is fulfilling its mission to be a globally-connected Management School whose transformative research and teaching places it at the forefront of influential knowledge leadership to better business and society. Over the last five years, ULMS has engaged in extensive recruitment of academic and professional services staff, expanding into a state-of-the-art extension, including a trading room. The School has 220 academic and research staff, supported by 85 professional services colleagues. Echoing the City of Liverpool’s reputation for friendliness and an outward looking orientation, ULMS provides a strongly collegial, international and intellectually vibrant interdisciplinary environment, including a thriving doctoral research community of over 140 PhD students.

ULMS is well connected with industry and the professions. Its research activity and external relationships have a clear, real-world orientation consistent with its mission of making a difference in the academic community but also through delivering impact for business and society, both nationally and internationally. Its research is, for example, supporting use of satellite imagery to expand access to institutional credit for small and marginalised farmers in Indian agri-food supply chains; developing novel methods and tools for studying the optimal mix of central bank policy instruments to improve monetary policy decisions; working with government agencies, organisations, and NGOs, to explore how supply chains are responding to new TISC legislation; developing an international patent index that facilitates informed decision making about patent portfolios, supporting SMEs to sustain competitiveness and growth; and tackling race inequality and discrimination.

On the Liverpool campus, ULMS has 3,300 undergraduates and 1,200 postgraduates in addition to hosting over 140 PhD students. The School offers a range of undergraduate and pre- and post-experience postgraduate programmes, including MSc Programmes in Data Analytics and Fintech, and the globally-recognised Liverpool MBA programme. The School also offers a unique Football industries MBA programme leveraging relationships with the sporting industry, and an MSc in Sports Business and Management.



About the Role



The School has excellent provision for PhD students, benefiting from its membership of the ESRC North West Social Sciences Doctoral Training Partnership (of which the University of Liverpool is a constituent university), which has pathways in Business and Management and in Accounting and Finance and in Economics.

Globally, the School continues its partnership with the International Business School Suzhou (IBSS) at Xi'an Jiaotong-Liverpool University, in Suzhou, China. The School's global presence is further enhanced through its suite of postgraduate online programmes.

The School benefits from its location in a City which combines wide-ranging cultural activities, excellent transport links, a world heritage skyline and is highly ranked on quality of life in the UK.

Structure

Faculty within the School operate in six Subject Groups focused on disciplinary excellence. Each Group has directed its recruitment strategy towards developing depth in particular areas of expertise, combining the pursuit of well-established research agendas in areas such as econometrics, supply chain, entrepreneurship, and organization theory, with the development of forward-looking research programmes. Within and beyond their groups, faculty adopt a distinctive, highly collaborative approach, working in interdisciplinary teams that span the School and University. Within the School, there are also several Research Centres and Research Clusters, which cut across the subject groups to combine researchers from different backgrounds in the pursuit of interdisciplinary research agendas. These include the Brett Centre for Entrepreneurship, the Centre for Supply Chain Research, the Centre for Sustainable Business and the Centre for Sports Business. Research Clusters include: Organisational and Employee Wellbeing, and Econometrics and Big Data. The School further engages with the University of Liverpool Institute for Risk and Uncertainty and the Heseltine Institute for Public Policy and Practice.

The Centre for Sports Business is a cross-disciplinary group of researchers with a strong track record of publications in world-leading journals, and consultancy with sports clubs and governing bodies. The School's global reputation in the business of sport dates back to 1994 with the establishment of the Football Industries Group (FIG) and what is still the only Football Industries MBA in the world, and subsequently executive education for the football industry. Today the School has expanded that relationship to cover all aspects of the business from sports marketing, economics and leadership to shaping policy at the Department of Culture and Media & Sport, and in international match fixing and problem gambling. ULMS alumni hold positions in many of the leading sports bodies including: the Premier League, UEFA, Women in Football, The Gambling Commission, and the National Lottery Commission. Research in the Centre contributes to significant areas of impact in sports including Sports Integrity internationally, and making gambling safer. See <https://www.liverpool.ac.uk/management/research/centres/sports-business/>.



About the Role



Marketing

The Marketing group is comprised of 30 academics supported by 15 PhD students. It is a newly created group having demerged from the former Marketing & Operations subject group. It delivers highly successful, specialist undergraduate and postgraduate programmes in Marketing as well as delivering modules across all programmes in the School. The Group undertakes an eclectic mix of research using a range of methods addressing business-to-business (B2B) markets in public and private sectors, business-to-consumer (B2C) markets, marketing strategy and analytics as well as research that considers marketing's impact on consumers and society. It's research touches issues of significance to academics, businesses, consumers and society more generally. Members of the group have research published in some of the top journals in the field (Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Strategic Management Journal, International Journal of Operations & Production Management, International Journal of Research in Marketing, Journal of Business Ethics, Journal of the Academy of Marketing Science, Journal of Service Research, Organization Studies, Sociology, Tourism Management). The group is increasingly developing its expertise in marketing strategy, analytics, social media marketing, marketing-finance interface, sports marketing, and sports analytics. Members also work closely with the public and third sectors in highly impactful research and knowledge exchange. Group members belong to School Research Centres and Clusters, notably the Centre for Sports Business.

Accounting and Finance

The Accounting and Finance group currently has 50 faculty members, including an experienced team of professionally qualified accounting scholars and augmented by 26 PhD students. The Group delivers specialist undergraduate programmes in Accounting and Finance, and significantly contributes to other programmes in the School and the University. The Group also delivers very popular postgraduate programmes. The Group conducts evidence-based, practice-relevant research, with key areas of expertise being empirical asset pricing, corporate finance, market-based accounting, and banking. Members of the Group regularly publish in elite scholarly journals, such as the Journal of Financial Economics, Review of Financial Studies, Journal of Accounting and Economics, Management Science, Journal of Financial and Quantitative Analysis, and the Review of Finance. Members of the Group also work on significant policy issues, engaging with national and international organisations and professional bodies, such as the European Commission, the Bank of England, the ACCA, and the Mexican Business Council.

Economics

The Economics group comprises around 35 faculty members. The group delivers both specialist undergraduate and postgraduate programmes in the areas of Economics and Business Economics as well as contributing to the School's other programmes. Members of the group publish in the top general economics journals, such as the American Economic Review, Econometrica, the Journal of Political Economy, the Quarterly Journal of Economics, and the Review of Economic Studies, as well as in top field journals. The key research areas of expertise include Macroeconomic Analysis and Policy, Applied Microeconometrics, and Statistical modelling using 'big data'. In addition, the group makes world class contributions to the solution of significant policy issues with high impact. This includes advice on trade policy, monetary policy and industrial policy in collaboration with local government, national and international institutions such as the European Commission, the OECD, the Asian Development Bank and various Central Banks. The group leads the research cluster in Econometrics and Big Data.



About the Role



Operations and Supply Chain Management

The Operations and Supply Chain Management group is comprised of 25 academics and 25 PhD students. It leads the delivery of highly-innovative, specialist postgraduate programmes in Operations and Supply Chain Management, Business Analytics and Big Data, and Project Management, as well as delivering modules to support a number of programmes across the School's undergraduate and postgraduate and MBA portfolio. Members of the group have research published in some of the top journals in the field (Management Science, Journal of Operations Management, Production and Operations Management, Transportation Research Part B, International Journal of Operations & Production Management, European Journal of Operational Research, Journal of Service Research) but also work closely with business and the public sector in impactful action research and knowledge exchange, typically funded by national and international funding bodies. The group leads the School's Centre for Supply Chain Research.

Strategy, International Business and Entrepreneurship

The Strategy, International Business and Entrepreneurship group (SIBE) has over 40 faculty. The group also has 20 PhD students. With interests spanning the core areas of Strategy and innovation, International Business, and Entrepreneurship, SIBE members address research questions concerning the "creation, protection and distribution of stakeholders' value under complex, uncertain and changing business environments by managing across boundaries". The results of this research have been published in top journals in the four areas, such as Strategic Management Journal, Journal of International Business Studies, Journal of Business Venturing, and Research Policy, but also in more general management journals, such as Academy of Management Journal, Academy of Management Review, and Organization Science.

Group members lead the recently formed Brett Centre for Entrepreneurship, which has the ambition to develop problem-based, impact-driven research by engaging with local, national and international academics, practitioners and policy-makers.

Despite its short history, SIBE has evolved into a highly international research group with a strong focus on conducting research that has the potential to be published in top journals. The societal impact of our research has also been applauded in the most recent UK's Research Excellence Framework (REF) assessment. Our ambition, however, is to continue this steep growth path, further strengthening the national and international reputation of SIBE. We strongly believe that, to realize this ambition, stimulating collaboration within and outside the subject group is vital.

In addition to our research and impact activities, SIBE aims to provide an outstanding research-led teaching portfolio that would confront students with an excellent learning experience. The group provides expert input across the UG, PGT, and doctoral programmes. We provide leadership into the BA (Hons) International Business, the MSc International Business, and the MSc Entrepreneurship and Innovation Management. We also contribute with a wide range of modules to the School's general management UG and PG programmes with leading roles on the Online MBA, the Online DBA, the Thoroughbred Horseracing Industries MBA, and the ULMS' Doctoral Programme.

Work, Organisation and Management



About the Role



The Work, Organisation and Management group has over 35 academic staff members and 20 PhD students, who deliver programmes/modules and pursue research across the full range of topics related to organisation theory/organisation studies, human resource management, and organisational behaviour /organisational psychology. The group offers specialist postgraduate programmes in HRM and Occupational and Organisational Psychology, as well as leading on the Master in Management programme. Members of the group regularly publish in world-leading international journals (such as Academy of Management Annals, Journal of Applied Psychology, Journal of Management, Journal of Management Studies, Journal of International Business Studies, Organization Studies, Organizational Behaviour and Human Decision Processes, Human Resource Management, Organizational Research Methods, and Human Relations), hold important editorial positions, and serve in leadership capacities in academic and professional associations and networks. Others have strong links with industry or public sector organisations and engage in executive education and with external organizations such as the CIPD and BPS. The Group leads the Schools' research cluster in Organisational and Employee Wellbeing.

Lecturer in Sports Marketing, Sports Analytics and Sports Economics (3 posts)

ULMS is now seeking to appoint three Lecturers at Grade 8 with research interests in Sports Marketing, Sports Analytics or Sports Economics.

The successful candidates will be joining the Marketing Subject Group, or other Subject Group in the Management School depending on specialism. They will also be a member of the Centre for Sports Business. Members of the Centre contribute teaching to the MSc Sports Business and the Football Industries MBA, as well as to undergraduate and/or postgraduate courses in their discipline.

For the posts in Sports Analytics and Economics the ideal candidates will have strong quantitative skills. For all posts candidates will possess a PhD, or be in the final stages of completion, in a relevant area. They will have already obtained some level of success in publishing in world-class or internationally excellent journals. Candidates will be able to demonstrate future research plans and the capacity to sustain and extend a high level of output.

They will be expected to demonstrate a successful teaching track-record commensurate with the post as they will teach on undergraduate and/or postgraduate programmes.

Excellent communication and interpersonal skills together with the ability and enthusiasm to enhance student experience are required skills for the post-holder. Knowledge of the particular needs of international students would be an advantage. Ability to guide and supervise students' independent learning is also an important requirement.

Core Requirements for the Lecturer (Assistant Professor) Grade 8 positions:

- PhD, or in the final stages of completion, in a relevant discipline;
- Ability to demonstrate the capacity to produce publications in world-class or internationally-excellent, peer-reviewed publications, as evidenced by papers in the advanced stages of the development process and with also some demonstrable level of success;
- Training in relevant research methods, including for posts in Sports Analytics and Economics advanced quantitative methods;



About the Role



- Thorough knowledge of contemporary issues, methods and research in Sports Marketing, Sports Analytics, or Sports Economics;
- Clear and well thought-out plans for future research;
- Ability and enthusiasm to teach subjects related to the core disciplines of Marketing, Analytics or Economics, at undergraduate and postgraduate levels, to specialists and non-specialists, while enhancing the student experience;
- Ability and willingness to engage with the University's Student Success Framework, which aims to enhance the student experience through academic advising, peer mentoring and student belonging initiatives;
- Ability to work co-operatively and effectively with colleagues in research and teaching, and enthusiasm for contributing in general to the Management School and the University of Liverpool;
- Potential and desire to work closely with people in business and other external organisations in research and knowledge exchange;
- Flexible and adaptable approach to work;
- Good level of computer literacy;
- Excellent interpersonal and communication skills.

IN ADDITION TO THE ABOVE, ALL UNIVERSITY OF LIVERPOOL STAFF ARE REQUIRED TO:

- Adhere to all University policies and procedures, completing all obligatory training and induction modules, including Equality & Diversity and Health & Safety.
- Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons.
- Participate in the University's Professional Development Review scheme and take a proactive approach to own professional development.
- Demonstrate customer service excellence in dealing with all stakeholders.
- Embody and uphold the University's Vision and Values.



About the Role



Essential Criteria	Desirable Criteria
Experience	
A strong track record of research in Marketing, Analytics, or Economics as applied to sport	Experience in national and/or international research collaborations and working outside the UK
Ability to demonstrate the capacity to produce publications in world-class or internationally-excellent, peer-reviewed publications, as evidenced by several papers in the advanced stages of the development process and with also some demonstrable level of success	Early experience in generating grant income.
	Teaching in a university
	Relevant business experience
Education, Qualifications and Training	
PhD in a relevant discipline from an accredited, research-intensive institution, or in the final stages of completion	Working towards a teaching qualification in Higher Education
Training in relevant research methods, and particularly linked to quantitative methods for the Sports Analytics and Sports Economics posts	
Skills, General and Special Knowledge	
Thorough knowledge of contemporary issues, methods and research in Sports Marketing, Sports Analytics, or Sports Economics	Experience of quantitative modelling and data analysis using tools such as Python, R or Stata for the Sports Analytics and Sports Economics posts
Good level of computer literacy	



About the Role



Personal Attributes and Circumstances

Excellent interpersonal and communication skills	
Clear and well thought-out plans for future research designed to establish a publication track-record in world class or internationally-excellent peer-reviewed outlets as well as future income generation	
Ability and enthusiasm to teach subjects related to Marketing, Analytics or Economics, at undergraduate and postgraduate levels, to specialists and non-specialists, while enhancing the student experience	
Flexible and adaptable approach to work	
Ability to work co-operatively and effectively with colleagues in research and teaching, and enthusiasm for contributing in general to the Management School and the University of Liverpool	
Potential and desire to work closely with people in business and other external organisations in research and knowledge exchange	
Ability and willingness to engage with the University's Student Success Framework, which aims to enhance the student experience through academic advising, peer mentoring and student belonging initiatives	

Person Specification – Lecturer (Assistant Professor) Grade 8

The successful candidate will be expected to demonstrate evidence of the skills, capabilities and experience above.



About You



Candidates in their first academic post will be subject to a probationary period of 3 years in the first instance. The position is permanent subject to satisfactory performance.

Probationary members of staff will:

Research

- Demonstrate that they have fulfilled the agreed plans and priorities of their research to an internationally excellent standard, or which demonstrates that their research is progressing towards an internationally excellent standard

Knowledge Exchange

- Demonstrate that they have an awareness of potential knowledge exchange audiences and that they have engaged with the internal and external knowledge exchange environment

Learning and Teaching

- Demonstrate that they have fulfilled the agreed teaching expectations assigned to them to a standard expected in their subject area
- Demonstrate how they have contributed to the student experience at undergraduate and/or postgraduate level, including evidence of PGR supervision where appropriate
- Demonstrate that they have completed, or be near to completing within a defined deadline, the Certificate of Professional Studies

Contribution and Engagement

- Demonstrate their awareness of the University's plans and priorities and that they are engaged with these
- Demonstrate that they have fulfilled agreed leadership and managerial activities assigned to them
- Demonstrate their awareness of departmental/school/institutional plans and priorities and how they contribute to and engage with these
- Demonstrate that they have an on-going longer-term career plan
- Demonstrate that they have an awareness of the University values

Development

- Demonstrate that they have fulfilled any required development and that they have an ongoing plan for the development of their career



About Us



Established in 1881, we are an internationally renowned Russell Group university recognised for our high-quality teaching and research. We are consistently ranked as one of the best Universities both nationally and globally, and the majority of our research is rated world leading or internationally excellent. Find out more [here](#).

Our Areas

When you work at the University of Liverpool you are more than just your job role. You are a crucial part of the mission to improve lives on a local, national and international scale. Click on the relevant link(s) below for more information on the area you will be working in.

[Faculty](#) [Management School/Marketing Research](#)

Why Work Here

We recognise, appreciate and celebrate the incredible work our staff do every day. As well as generous terms and conditions, we offer a range of enviable benefits and provide support for colleague's wellbeing and development. Discover more [here](#).

Moving from abroad

As a global institute, we welcome applicants from all nationalities, moving from a different country can be challenging and we would like to help as much as we can, we have put together some information on eligibility to work documentation, accommodation, schools, healthcare, life in Liverpool and the UK as well as other practical information. Discover more [here](#).

Our Staff

Whether it be their friendly colleagues, supportive managers or our outstanding facilities, our staff can explain better than anyone what it is like to work for us and why they enjoy their role. See what they have to say [here](#).



How to Apply



The University of Liverpool is committed to being an inclusive employer. We welcome applications from everyone regardless of age, gender, ethnicity, sexual orientation, faith or disability.

Contacting us

Shortlisting and interview arrangements are the responsibility of the recruiting department. Please email: ulmsmser@liverpool.ac.uk

Application process

Our e-recruitment system enables you to register for an online account, where you can view, copy and edit your applications. Set up your account [here](#).

Once you submit your application you will receive an automatic email acknowledgment. You can view your application any time by clicking into the application history section of your account.

Job Description

After the closing date this job description will be removed from our website. Should you wish to refer to this information at a later date please ensure you save a copy of this document.

Right to work

We have a legal responsibility to ensure that you have the right to work in the UK before you can start working for us. If you do not have the right to work in the UK already, any offer of employment we make to you will be conditional upon you gaining it. The UKVI have an interactive tool allowing you to immediately see if vacancies are eligible for a Skilled Worker visa. You will need to know the SOC code for the role, our most used SOC codes can be found [here](#), if none of these apply to this role, there are more codes on the eligibility checker. The skilled worker eligibility checker can be found on [GOV.UK](#).



How to Apply



Disabilities and alternative formats

If you have any other requirements which will help you access the application or interview process or employment opportunities at the University, or if you require copies of documentation in alternative formats, please email: jobs@liverpool.ac.uk or telephone 0151 794 6771.

Outcome of your application

The recruiting department will endeavour to respond to each application. However, if you have not heard within six weeks of the closing date, please take it that your application has not been successful on this occasion.

