



Vacancy ref: 5606

FACULTY SOCIETY & CULTURE JOB DESCRIPTION

Title:	Associate Professor, Applied AI in Marketing
School:	Liverpool Business School
Grade:	Grade 9
Salary:	£61,165 - £68,817 per annum
Hours:	Full Time
Contract Length:	Permanent
Reporting to:	Subject Leader or Director of School if appropriate
Location:	Redmond's Building, although staff may be asked to work in any location within the University
Introduction:	The appointed person will be expected to make broad contributions to the academic work of the Liverpool Business School.

Purpose of the role
To develop and lead an internationally excellent research agenda in Applied AI in Marketing that will generate significant levels of external research income, high-quality publications, networking and impact. To contribute actively to enhancing the research profile of the school. To mentor and facilitate the activity of other researchers in the school, including postgraduate supervision, with a view to enhancing our strong research culture. To contribute to the strategic leadership and delivery of the subject area of digital marketing and analytics and to contribute to the development of submissions to the Research Excellence Framework.
Core Research Responsibilities
To lead the development, implementation and delivery of research strategies which align with the University's overarching research strategy and which will benefit the School and the University in the short, medium and long term. The main objectives for the post will be to: • Conduct high-quality research and scholarship, including with the potential for notable external impact and engagement • Disseminate research and scholarship in appropriate venues to advance a strong publication record • Promote and evidence the wider social, cultural and / or economic impact of their research through appropriate engagement with external stakeholders

- Take a leading role in identifying and securing external funding through research grants and contracts and in developing collaborative research income-generating ideas
- Supervise and attract high profile researchers to the University including post-doctoral researchers, postgraduate research students and other support staff
- Provide support and mentorship for academic colleagues to promote high quality research and scholarship
- Establish a vibrant research culture through an ongoing programme of workshops, seminars and conferences to promote research activities at School, Faculty and University level
- Ensure that the research activities of the school are integral to the learning experience of all students

Core Academic Teaching Responsibilities

To ensure an excellent student learning experience through:

- Planning and teaching courses in line with LJMU's Learning Teaching and Assessment strategy, Academic Framework and quality requirements
- Lecturing/teaching/assessing at all levels and evaluating teaching and learning practice
- Leading on/contributing to programme / module development and curriculum review
- Working with colleagues to support a strong academic programme identity
- Producing teaching materials informed by current research that motivate and inspire student learning
- Making appropriate use of technology to support learning and teaching, e.g. LJMU's VLE
- Supervising and providing support and guidance for student learning activities, such as work-based learning and research activities and where appropriate, placements
- Marking/assessing assignments and examinations and providing timely and constructive feedback to students
- Responding to student feedback and taking action on this
- Providing academic and pastoral support and guidance for students, signposting to specialist services where appropriate. Act as personal tutor to students, supporting their progress and development as learners through one to one and group activities, and being a point of contact for reference requests after graduation
- Participating in ongoing professional development and evaluation of practice relating to learning, teaching and assessment in line with qualifications and experience, changes in subject/discipline, pedagogic development and innovation in learning technology. This includes participating in the improvement of teaching through the University's observation and peer review schemes
- Appropriate professional development support for teaching and learning matched to individual's qualifications and experience will be provided by LJMU

Citizenship

- Contribute to a supportive working environment and develop productive working relationships with other team members
- Support colleagues with less experience and advise on personal development; train/advise on own area of expertise where appropriate; coach and support colleagues in developing research
- Attend and make a positive contribution to relevant school meetings. Lead, participate in and assist the work of committees, working parties and panels etc
- Set up, develop and sustain new relationships with client organisations, professional bodies or other universities/networks, provide consultancy/ professional advice to such bodies or act in the capacity of external examiner to other institutions
- Generate external recognition for self and school and participate in engagement activity such as community liaison. Contribute to the creation and/or development of social

enterprise, cultural enrichment or outreach events beyond the Universities own initiatives

- Act as an ambassador for the University in all interactions with current and prospective students, staff and visitors to the University, external partners, media and general public
- Promote the University's values of an inclusive and diverse community

Values and Regulations

- Any other duties commensurate with the grade as deemed necessary by the Director of Liverpool Business School
- A commitment to LJMU's values and regulations and Diversity and Inclusion Policy
- Commitment to adhere to and promote the ethos of Respect Always as set out in the Respect Always Charter
- Liverpool John Moores University recognises and is aware of its Social, Economic and Environmental responsibilities. The post holder is required to minimise the environmental impact in the performance of the role, contribute to (and supervise if applicable) the implementation of environmental improvement measures and actively contribute to the delivery of LJMU's Environmental Management, Energy Management and Sustainability Policy Statement, and the Climate and Sustainability Plan
- The post-holder's mandatory Health and Safety responsibilities, which have been agreed by the University's Executive Leadership Team, are contained in Section 2 of the University's Safety Management Code of Practice (MCP1) Organisation for the Implementation of the Health and Safety Policy. The post-holder's mandatory Environmental Management responsibilities are contained in Section 2 of the University's Environmental Management Code of Practice (ECP1) Organisation for the Implementation of the Environmental Management and Sustainability Policy
- As a commitment to professional development. Liverpool John Moores University encourages and enables continuous development for all staff. Where you undertake Level 8 training (PhD, EdD, DBA, Professional Doctorate or equivalent) as part of your job, for the duration of your enrolment in the qualification the University will support you by providing time and not expecting your job to involve conducting independent research
- For some of your activity, from time to time, you may be required to contribute to externally funded projects such as research or EU projects

Person Specification

The person specification describes the skills, experience, knowledge and aptitude required to perform the duties of this post effectively. The criteria order listed should not be taken to imply their relative importance. Both paid and unpaid experience may be relevant.

Essential Factors: Minimum Requirements	Evidence
A PhD in the relevant subject area, AI in marketing	A, C
Teaching experience/qualification (e.g. QTS, PG Cert, TLHE and/or membership of HEA)	A, C
An established national and international research profile that has the potential to build on the school's REF submissions	A, I
A substantial record of high-quality publications at national and international level	A, I
Experience of developing research proposals, success in attracting external funding and managing research projects	A, I
Experience of working in research teams and an ability to mentor and support colleagues to develop further their national and international research profile and impact	A, I
Evidence of activities indicating esteem (e.g. invited keynotes, journal editor/ editorial board, editing /contributing to special issues and/or leading textbooks)	A
Experience of evidencing the reach and significance of research impact	A, I
Successful supervision, to completion, and external examination, of postgraduate research students (e.g. MPhil/PhD/Prof Doc)	A
Excellent interpersonal and communication skills with the ability to motivate colleagues	A, I, P
Commitment/ability to provide excellent pastoral and academic support, advice and guidance to students that takes account of their individual needs and circumstances, signposting to specialist services where appropriate.	A, I
Ability to respond sensitively and appropriately to students needs/concerns taking action in line with institutional policies/expectations where needed.	A, I
An ability to deliver an innovative and inspiring educational experience at undergraduate and postgraduate levels	A, I
Successful track record in teaching, developing and delivering a high level student experience through a research and scholarship informed curriculum	A, I, P
An ability to work co-operatively in a team	A, I
A commitment to LJMU's values and regulations and Diversity and Inclusion Policy	A, I

Desirable Factors: Minimum Requirements	Evidence
CMB Educator	Application

BENEFITS OF WORKING FOR US

Financial benefits: Competitive salaries based on a low contractual 35 hour working week.

7.1% employer pension contributions for non-academic staff enrolled in the Local Government Pension Scheme (LGPS). This is a temporary reduction from the previous rate of 17.5%, effective from April 2026, following the Fund's triennial review. The reduction reflects the Fund's current surplus and improved financial position. This does not affect your pension benefits, which are determined by LGPS scheme rules rather than the level of employer contributions.

28.68% employer contribution to pensions for teaching staff enrolled into the Teachers' Pension Scheme (TPS).

Work life balance: Excellent annual leave provision.

30 days for support staff and 35 days for staff and senior managers grade 8 and above.

8 UK bank holidays and up to 5 University closure days between Christmas and New Year.

Family friendly policies and a range of benefits to support including job-shares, flexible working hours and part-time roles where possible.

Health and wellbeing: Regular wellbeing support initiatives throughout the year.

Access to a trained counsellor via Employee Assistance Programme (EAP).

Plus a programme of activities and range of support and resources to help look after your mental and physical wellbeing.

Career Benefits: Continuous development opportunities to enhance your knowledge and meet your career ambitions, including LinkedIn Learning.

Making a difference: LJMU Climate Action - be at the forefront of initiatives to tackle climate change.

Share experiences and challenge unfair practices with our Diversity and Inclusion Staff Networks.

Opportunity to volunteer at graduation ceremonies, clearing and open days.

Discounts and other benefits: A reward and benefits platform, giving savings on day-to-day purchases across a range of retail outlets.

Interest free loans repayable across twelve monthly instalments, including loans for annual travel season tickets and cycle to work scheme.

Massively discounted gym and fitness classes at the [University Sport Building](#).

