

Applications are invited from suitably qualified candidates for the following position

**Professor in Marketing  
DCU Business School  
Permanent Contract**

**Dublin City University**

Dublin City University (DCU) is a leading innovative European University, proud to be one of the world's leading Young Universities. DCU is known as Ireland's University of Impact, with a mission to 'transform lives and societies' and focuses on addressing global challenges in collaboration with key national and international partners and stakeholders.

DCU has over 20,000 students in five faculties spread across three academic campuses in the Glasnevin-Drumcondra area of North Dublin. Thanks to its innovative approach to teaching and learning, the University offers a 'transformative student experience' that helps to develop highly sought-after graduates. DCU is currently No. 1 in Ireland for Graduate Employment Rate, and for graduate income (CSO).

DCU is a research-intensive University and is home to a number of SFI-funded Research Centres. The University participates in a range of European and international research partnerships. DCU is also the leading Irish university in the area of technology transfer as reflected by licensing of intellectual property.

As a 'People First' institution, DCU is committed to Equality, Diversity and Inclusion - a University that helps staff and students to thrive. The University is a leader in terms of its work to increase access to education, and is placed in the world's Top 10 for reducing inequalities in the Times Higher Education Impact Rankings.

**Overview of the Department**

DCU Business School is a young, vibrant, industry focused, research-intensive business school that holds the prestigious triple-accreditation (EQUIS, AACSB, AMBA) and the Small Business Charter (CABS). The School's success is underpinned by our core strengths:

- Degree programmes that develop 'work-ready' graduates for the global marketplace.
- Internationally recognised faculty whose research has strong academic and industry impact.
- Extensive collaborations with the local and internationally oriented business eco-system.
- A collegial culture, with faculty and staff (17 nationalities) who are committed to supporting our students and stakeholders.

The School has over 3,700 students across bachelors, masters and research programmes. Our students experience an applied and internationally oriented education, and we are committed to further developing Challenge Based Learning across our programmes. Our Executive Education unit offers bespoke education and training to industry partners. The School recently launched the DCU Institute for Business and Society, to further develop our international reputation for engaged research on trustworthy, innovative, and sustainable practices in business and society.

Further information concerning DCU Business School is provided in the Information Pack for Candidates available [here](#).

### **Role Profile**

DCU Business School is seeking an exceptional academic leader to join the Enterprise and Innovation Group as a Professor of Marketing. In this key role, you will lead high-impact research, deliver world-class teaching, and contribute to the School's external engagement with industry. You will also play a pivotal role in developing and managing academic programmes, mentoring PhD students, and overseeing research supervision, as well as contributing to the service activities of the School. As part of the broader University community, you will contribute to strategic initiatives, academic governance, and advancing DCU's reputation as a leader in marketing education and research. The successful candidate will be a dynamic and forward-thinking academic leader with a proven track record of high-quality research, a commitment to teaching excellence, and a demonstrated ability to foster industry collaborations.

### **Duties and Responsibilities**

The duties and responsibilities of the position include, but are not restricted to, the following:

#### **Teaching and Learning**

To contribute to the leadership of teaching and learning activity in DCU Business School by:

- Designing and delivering marketing modules in a manner consistent with the highest academic standards.
- Using a wide range of teaching and assessment methodologies which foster a deep approach to learning and which equip students with the skills and attributes needed to be lifelong learners.
- Leading the design and development of new modules and programmes and working proactively and collaboratively to enhance existing modules and programmes.
- Enriching the scholarship of teaching within the discipline and School.
- Supporting new lecturers and supervising part-time lecturers.
- Contributing to the teaching activities of the School's Centre for Executive and International Education.

#### **Research and Scholarship**

To contribute to the leadership of research activity of DCU Business School by:

- Publishing new ideas and findings in top tier international peer-reviewed journals.
- Achieving measurable research impact via citations and other means.
- Leading the dissemination of research via the hosting of research conferences, seminars etc.
- Enhancing the reputation of the School in the international research community via conference presentations, journal editorships, external examining, etc.
- Translating academic research into insights for the world of practice (marketing profession, industry/public or voluntary sector, business community, executive education etc).
- Seeking funds from external agencies and/or organisations to support personal and School research initiatives.
- Developing and leveraging national and international research networks to enrich the research activity of the School.
- Attracting and supervising high-calibre postgraduate research students and contributing to the School's PhD supervision process.
- Enriching the research culture and environment in the School.

### **Service and Contribution to the University and Society**

To contribute to the management and administration of the School by:

- Delivering assigned leadership, management and service roles in the School to a high standard.
- Contributing proactively to relevant School and University committees, working groups and meetings.
- Enhancing the reputation and impact of DCU Business School through leadership and engagement in external academic, business, professional, public sector and community activities (approved by the Executive Dean, where appropriate).

### **Leadership**

To contribute to the leadership of the School by:

- Fostering a culture of teaching innovation within the discipline and School.
- Contributing to the leadership of collaborative and interdisciplinary research within the discipline and School.
- Providing teaching and research mentorship to early career academics.
- Leadership of, and/or participation in, programme/discipline and School accreditation activities.
- Leading and participating in School marketing, alumni and stakeholder relationship activities, for example, programme promotion events, INTRA (work placement) visits, events with partner universities etc.

### **Qualifications and Experience**

#### **Essential**

Academic Qualifications:

- Candidates must have a PhD or equivalent (NFQ Level 10) in Marketing or a closely related field from an accredited institution.

Research Excellence:

- Proven excellent track record of high-quality research outputs, particularly peer-reviewed journal publications.
- A current pipeline of research projects expected to lead to publications in high-impact international journals.
- Demonstrated leadership capability in research, with evidence of shaping and driving research agendas, and the capacity to lead and mentor junior faculty.
- A track record in supervising Ph.D. students or other research teams.

Teaching Experience and Excellence:

- Depth and breadth of teaching experience in higher education, particularly in Marketing (or closely related fields).
- A proven track record of excellence in teaching, with evidence of the ability to inspire students and foster an engaging learning environment.
- Evidence of leading teaching and learning innovations, including the use of technology, new pedagogical approaches, or curriculum development in marketing education.

External Engagement:

- Experience in effective external engagement with the marketing profession and/or the business community, such as partnerships, consultancy, or collaboration with industry bodies.

Interpersonal and Communication Skills:

- Excellent interpersonal and communication skills suitable for high-quality teaching, research collaboration, leadership and management responsibilities, and external engagement.
- Evidence of successful teamwork and a collegial approach in an academic environment.

Leadership Attributes:

- Clear leadership attributes and skills that will contribute to the development and execution of the School's strategy and the enrichment of the School's national and international reputation.
- Demonstrated ability to inspire and motivate colleagues, particularly in academic activities, research, and school initiatives.

**Desirable**

Professional Qualifications and Experience:

- Relevant industry experience in Marketing or related roles.

International Research Networks:

- Active participation in international research networks and established collaborations with researchers across various institutions globally.

Research Funding:

- A track record of securing research funding from external sources, including government grants or industry collaborations.

Contributions to the Marketing Profession:

- Strong engagement with the marketing profession, either through consulting, professional development, advisory roles, or contributions to policy debates or industry standards.

National and International Impact:

- Demonstrated impact in academic, professional, business and other communities through research, publications, and engagement.

Experience in Strategic Initiatives and Development:

- A track record of contributing to the development and execution of strategy in an academic environment and evidence of capabilities to lead strategic initiatives.

Experience in Programme Leadership:

- Experience leading academic programmes or teaching teams, contributing to the strategic direction of the department or institution.

Global and Cross-Cultural Experience:

- Experience working in international or cross-cultural settings, enhancing the global reach and influence of research and teaching.

**Essential Training**

The postholder will be required to undertake the following essential compliance training: Orientation, Health & Safety, Data Protection (GDPR) **and all Cyber Security Awareness Training**. Other training may need to be undertaken when required.

**Salary Scale:**

Professor - €103,481 - €138,313 refer to [DCU Payscales](#) for the applicable payscale.

Appointment will be commensurate with qualifications and experience and in line with current Government pay policy.

**Closing date:** Monday, 30<sup>th</sup> June 2025

**Provisional Interview Dates:** September 2025

**Remote Working Policy**

From the 1st of November 2024, DCU will operate its newly agreed [Remote Working Policy](#). Employees may be approved for up to 2 days of remote working per week (or an appropriate pro rata amount for those part time). Any remote working arrangement will be reflective of the predominant on-campus working environment and the core University value of 'Student Focused'. Employees will be based on campus for the majority of their working week to ensure a sustained on campus engagement and experience. The terms of the remote working policy will apply.

**For more information on DCU Business School, please visit:** <https://business.dcu.ie/>

**Informal Enquiries in relation to this role should be directed to:**

Professor Dominic Elliott, Executive Dean, DCU Business School, Dublin City University.

Phone: + 353 (0)1 7005659

Email: [dominic.elliott@dcu.ie](mailto:dominic.elliott@dcu.ie)

Please do not send applications to this email address, instead apply as described below.

**Application Procedure:**

Please submit your application through the online system at [www.dcu.ie/people/jobs](http://www.dcu.ie/people/jobs), in order to be considered for the role to which you are applying for, you must upload:

- 1) Curriculum Vitae
- 2) Cover Letter
- 3) Completed application form (blank forms can be downloaded from the bottom of the Vacancy).

Please note, if all items are not uploaded, the application will be deemed incomplete, and will not be processed.

***Dublin City University is an equal opportunities employer.***

***In line with the Employment Equality Acts 1998 – 2015, the University is committed to equality of treatment for all those who engage with its recruitment, selection and appointment processes.***

***The University's Athena SWAN Silver Award signifies the University's commitment to promoting gender equality and addressing any gender pay gaps. Information on a range of university policies***

*aimed at creating a supportive and flexible work environment are available in the [DCU Policy Starter Packs](#)*

