



Job Description and Selection Criteria

Post	L'Oréal Professorship in Marketing
Department/Faculty	Saïd Business School
Division	Social Sciences Division
College	Worcester College

Overview of the post

The University intends to make an appointment to the L'Oréal Professorship in Marketing from January 2012, or as soon as possible thereafter.

The Saïd Business School regards marketing as a critical feature of its research and teaching profile, alongside accounting & finance, strategy & entrepreneurship, organizational behaviour and business in society. Following the generosity of worldwide cosmetics producer L'Oréal, the University has established the L'Oréal Professorship in Marketing in the Saïd Business School.

In appointing to this important post, the School seeks to secure an outstanding researcher who will be expected to conceive, initiate and manage a significant programme of work on contemporary marketing issues, preferably giving emphasis to matters of global scope. It is anticipated that the successful candidate will have a rigorous academic background in one of the social or human sciences, being committed to using these disciplines to shape and guide a programme of intellectually rigorous research in the marketing area. The successful candidate will be expected to contribute to the School's graduate teaching programmes, in particular the MBA.

Although the School is particularly interested in making an appointment in the area of consumer marketing, it is intended to take the opportunity to draw upon as wide a field of international marketing scholarship as possible, in order to attract candidates of the highest calibre.

Further information may be obtained from Professor Roy Westbrook, Deputy Dean at the Saïd Business School (roy.westbrook@sbs.ox.ac.uk) Enquiries will be treated in strictest confidence and will not form part of the selection decision.

Duties of the post

The professor will be a member of both the University and the College community. He or she will be part of a lively and intellectually stimulating research community which performs to the highest international levels in research and publications and will have access to the excellent research facilities which Oxford offers.

The main duties of the post are as follows:

- to undertake advanced research in the area of marketing that makes a fundamental contribution to knowledge in the field, and to supervise and advise on research undertaken by students and faculty in the Saïd Business School
 - to provide intellectual leadership to the Marketing Academic Area at the Saïd Business School
 - to lecture, or hold classes, in at least two of the three university terms and to give at least thirty-six lectures or classes in all and not less than twelve in each of two terms; and this is to be interpreted as equivalent to 288 points of teaching where, for example, one core 24 hour lecture course on the MBA receives 96 points of credit and the supervision of a doctoral student receives 24 points
 - to act as the supervisor of graduate students as and when requested to do so by a competent body, unless he or she can show reasonable cause, to the satisfaction of the body concerned, why on a particular occasion he or she should not do so
- and
- to take part in University examining as and when requested to do so by a committee for the nomination of examiners, unless he or she can show reasonable cause, to the satisfaction of the Vice-Chancellor and Proctors, why on a particular occasion he or she should not do so. This requirement does not apply to invitations from bodies responsible for graduate studies to examine theses submitted for research degrees.

In addition, the professor will be expected to engage periodically with L'Oréal, the sponsor of the Chair, in the interests of developing and promoting mutually beneficial activities.

Selection criteria

Applications will be judged only against the criteria which are set out below. Applicants should make sure that their application shows very clearly how they believe that their skills and experience meet these criteria.

Oxford is committed to fairness, consistency and transparency in selection decisions, and unsuccessful applicants may request feedback against the published selection criteria for the specific post. (We are, however, unable to provide general advice about the suitability of applicants' cvs for future vacancies in Oxford or elsewhere.) Chairs of selection committees (known as electoral boards) will be aware of the principles of equality of opportunity and fair selection and there will be a member of each gender wherever possible.

The successful candidate will demonstrate the following.

REQUIREMENTS	ESSENTIAL OR DESIRABLE	ASSESSED BY
The postholder must be able to demonstrate:		
<i>A substantial international reputation for scholarship and research in an area of marketing, including an outstanding record of academic publication in his or her chosen field</i>	<i>Essential</i>	<i>Application, interview</i>
<i>The leadership capability required to conceive, initiate and manage a significant programme of research on contemporary issues in marketing, preferably giving emphasis to matters of global scope</i>	<i>Essential</i>	<i>Application, interview, presentation</i>
<i>The ability to develop and present proposals for funding which builds upon an established record in attracting research grant support</i>	<i>Essential</i>	<i>Application, interview, presentation</i>
<i>The ability to manage researchers, and to train, guide and motivate research students and junior colleagues</i>	<i>Essential</i>	<i>Application, interview</i>
<i>A past record of and commitment to effective teaching and lecturing in marketing, especially at postgraduate level, undertaking supervision of graduate students, including doctoral students who then enter academic employment</i>	<i>Essential</i>	<i>Application, interview, presentation during interview</i>
<i>An ability and readiness to contribute to the development and management of the Saïd Business School and the wider University</i>	<i>Essential</i>	<i>Application, interview</i>
<i>Engagement with international marketing practitioners at a senior level</i>	<i>Desirable</i>	<i>Application</i>

How to apply

There is no application form. Applications must include:

- your full contact details including email and full postal addresses, and a telephone number
- a covering letter or statement explaining how you meet the criteria set out above
- a full CV and publications list
- an indication of where you first heard about this post
- the names and contact details (postal and e-mail addresses and telephone number) of precisely **three** referees.

You should contact all three of your referees before applying, to ensure they are aware of your application and of the requirements for the post, and to ensure that they would be content to write a reference for you for this post, if they were asked to do so.

The University will assume that it is free to approach your referees at any stage unless your application specifies otherwise. Therefore if you would prefer a referee or referees to be

approached only with your specific permission or if you would prefer them to be approached only if you are being called for interview on the final short list, then you must state this in your application, alongside the details of the relevant referee(s). You should provide the names and full contact details of three referees even if you do not wish them to be contacted yet.

If you are shortlisted but only Oxford references are available for you, you will be asked at a later stage to provide the name of an additional referee outside Oxford.

Applications should be sent by email to Dr Gwen Booth, Personnel Officer, Senior Appointments at professorships@admin.ox.ac.uk.

The deadline for applications is **Monday 24 October 2011**.

Should you have any queries about how to apply, please contact Mrs Elaine Eastgate at professorships@admin.ox.ac.uk or telephone: +44 (0) 1865 280189.

The full membership of the board of electors will be published in the University Gazette (<http://www.ox.ac.uk/gazette/>) when it is finalised. All applications will be acknowledged after receipt and will be considered by the board of electors as soon as possible after the closing date. The board is free to search for other candidates at this or any subsequent stage in its proceedings. All shortlisted candidates will be interviewed and will be asked to give a short presentation to the electors as part of the interview. The board's decision will be communicated as soon as possible after the interview but in some cases there may be a delay while deliberations are ongoing.

Essential Information for Applicants for the L'Oréal Professorship in Marketing

The University

The University of Oxford aims to sustain excellence in every area of its teaching and research, and to maintain and develop its position as a leader amongst world-class universities. Placing an equally high value on research and on teaching, the colleges, departments and faculties of Oxford aspire both to lead the international research agenda and to offer a unique and exceptional education to our undergraduate and graduate students.

Oxford's self-governing community of scholars includes university professors, readers, and lecturers, college tutors, senior and junior research fellows and over 2,500 other university research staff. The University aims to provide facilities and support for colleagues to pursue innovative research and outstanding teaching, by responding to developments in the intellectual environment and society at large, and by forging close links with the wider academic world, the professions, industry and commerce. The Strategic Plan, detailing strategy for the period 2008-12, can be found at <http://www.admin.ox.ac.uk/prs/planningcycle/stratplan.shtml>.

Research at Oxford combines disciplinary depth with an increasing focus on inter-disciplinary and multi-disciplinary activities addressing a rich and diverse range of issues, from deciphering ancient texts and inscriptions using modern scientific and computational methods developed in Oxford, through to global health, climate change, ageing, energy and the effects on our world of rapid technological change.

Oxford seeks to admit undergraduate students with the intellectual potential to benefit fully from the college tutorial system and small group learning to which Oxford is deeply committed. Meeting in small groups with their tutor, undergraduates are exposed to rigorous scholarly challenge and learn to develop their critical thinking, their ability to articulate their views with clarity, and their personal and intellectual confidence. They receive a high level of personal attention from leading academics.

Oxford has a strong postgraduate student body which now numbers about 7,000, well over a third of the full-time students. Postgraduates are attracted to Oxford by the international standing of the faculty, by the rigorous intellectual training on offer, by the excellent research and laboratory facilities available, and by the resources of the museums and libraries, including one of the world's greatest libraries, the Bodleian.

For more information please visit www.ox.ac.uk

The Social Sciences Division

Social Sciences is one of four academic Divisions in the University, each with considerable devolved budgetary and financial authority; and responsibility for providing a broad strategic focus across its constituent disciplines. Thirteen departments, one faculty, and three cross-divisional

research units come under the aegis of the division which spans the full range of social science disciplines with links into the humanities and physical sciences (including Law, Management, Economics, Politics and International Relations, Sociology, Social Policy, Area Studies, Development Studies, Education, Anthropology, Archaeology, Geography, Public Policy). There are over 700 academic staff, 2,700 graduate students (postgraduate taught and postgraduate research), and 1900 undergraduates working and studying in the division.

The division is established as a world-leading centre for research in the social sciences and regularly sits at the highest levels of international league tables of one form or another. It is the largest grouping of social science disciplines in the UK and it is also home to several of Oxford's most widely recognised teaching programmes, such as PPE, the BCL, the MPhils in International Relations, in Economics, and in Development Studies, and the nationally regarded PGCE. We believe that excellence in teaching and research is synergistic and remain committed to sustaining and developing the high quality of our activities in both these areas. Our departments are committed to research which develops a greater understanding of all aspects of society, from the impact of political, legal and economic systems on social and economic welfare to human rights and security. That research is disseminated through innovative graduate programmes and enhances undergraduate courses.

For more information please visit: <http://www.socsci.ox.ac.uk/>

Saïd Business School

Established in 1996 the Saïd Business School is a full service business school and one of Europe's newest and fastest growing business schools. An integral part of Oxford University, the School embodies the academic rigour and forward thinking that has made Oxford a world leader in education. The School has an established reputation for research in a wide range of areas, including finance and economics, entrepreneurship, strategy and international business, and business in society. The School is dedicated to developing a new generation of business leaders and entrepreneurs and conducting research into the nature of business, and the role of business in the wider society. For more information about the School, including a list of School faculty, see www.sbs.ox.ac.uk.

Research in the Saïd Business School

Since its inception, the School has promoted a stimulating research environment and now has several major research centres and research groups. The School has been moving rapidly to create a major research capability that will establish it as one of the leading research-focused business schools in the world.

The principle behind the development of research in the Business School is that it intertwines management functions with practice and policy. The School is organized around academic areas (i.e. teaching and research groups) and research centres. There are eight academic areas following conventional management functions, namely Accounting, Finance, Management Science, Marketing, Organizational Behaviour, Operations Management, SEIB (Strategy, Entrepreneurship, and International Business), and Science and Technology. The research centres cross functions and are directed towards specific sectors (e.g. professional service firms, science and technology) and policy issues (e.g. social entrepreneurship and taxation). These include the BT Centre for Major Programme Management, Novak Druce Centre for Professional Service Firms, Complex Agent-Based Dynamic Networks (CABDyN), Institute for Science, Innovation and Society (InSIS), Oxford Centre for Entrepreneurship and Innovation, Oxford Finance Research Centre, Oxford Institute of Retail Management, Centre for Business Taxation, Centre for Corporate Reputation,

and the Skoll Centre for Social Entrepreneurship. The combination of research centres and academic areas allows research to have a rigorous disciplinary basis while at the same time ensuring its relevance to practice and policy.

The marketing academic area at the Saïd Business School

Marketing acts as a bridge between an organization and its customers. Marketers work to identify opportunities to create and sustain value which will benefit the firm, the customer and society. In this, marketing is at the same time a mindset, a management responsibility and a functional specialism. The marketing academic area within the school comprises a full-time faculty of four, excluding this post. The faculty is presently drawn from diverse disciplines including anthropology, cultural studies, geography, and management studies. It is intended that recruitment to the present vacancy should take the opportunity to draw upon as wide a field of international marketing scholarship as possible, in order to attract candidates of the highest calibre.

Of the existing faculty, Professor Linda Scott's present research interests focus on women's empowerment in emerging markets and changing symbol systems in the globalizing consumer culture. She was recently named one of the world's leading 50 thinkers for her work on women and global economics. Dr Catherine Dolan is currently engaged in a research programme on markets, gender equity and poverty reduction, examining how partnerships between non profit entities and global corporations can deliver development goals through market-based interventions in Africa. Dr Kunal Basu's recent work focuses on the interface between strategic marketing and corporate social responsibility, drawing on theoretical perspectives from philosophy, and social and organizational theory. It is clear that, especially with the rise of e-commerce, creating and delivering customer value to consumers in their searching and buying processes has become increasingly complicated by fragmenting and ephemeral channels. Oxford's marketing area provides a distinctive perspective on these challenging areas by building theories that view network design and management from the customer's perspective. Dr Jonathan Reynolds, who is also Academic Director of the Business School's Oxford Institute of Retail Management, leads the area's work in this field, examining issues ranging from multi-channel marketing to retail innovation and entrepreneurship.

Teaching in the Saïd Business School

At the undergraduate level, all degrees are joint with other disciplines. Currently the School offers three undergraduate degrees. These are the Honour Schools of Engineering, Economics and Management (EEM), of Materials, Economics and Management (MEM), and of Economics and Management (E & M).

EEM and MEM are four-year courses. There are currently over 150 students on the two courses. A particularly important aspect of these degrees is the direct experience of industry that they offer. E & M is a three-year degree. After a compulsory first year, students are provided with a wide range of possible combinations of Economics and Management subjects. About 80 students per annum are now admitted on to this programme, which is one of the most popular in Oxford.

At the postgraduate level, the School introduced an MBA programme in 1996. This is a one-year programme spanning a full 12-month period from the beginning of October until the end of September. The distinctiveness of the Oxford MBA stems from several key features. The teaching draws on the strengths and resources of the whole University.

In September 2005, the School successfully launched an MSc in Financial Economics together with the Department of Economics. This programme provides students with a thorough postgraduate training in financial economics. The MSc in Major Programme Management was launched in October 2009: a part-time, two-year modular programme designed to equip project

and programme managers, from both the public and the private sectors, with the skills necessary to reach the highest level of their careers in programme management, while delivering real value to sponsoring organisations. Most recently, the MSc in Law and Finance was launched in October 2010. This full-time, ten-month programme, taught jointly with the Faculty of Law, offers students with a prior background in law the chance to develop an advanced interdisciplinary understanding of relevant economic and financial contexts, and combines a highly analytic academic core with tailor-made practical applications derived from continuing collaboration with professional and regulatory organisations.

The school has a large group of approximately fifty doctoral students, each with one or two supervisors, spread across all academic areas of the school. DPhil students take between three and four years to complete the DPhil and take either a management or finance route. For more information about our current DPhil students and their research topics please see:

<http://www.sbs.ox.ac.uk/degrees/dphil/ourstudents/Pages/default.aspx>

The School has a well-established executive education business which is core to its activities. Programmes offer individuals and organisations access to innovative teaching, and cutting-edge, internationally-relevant research, and a focus on personal development. The School is highly regarded for the quality of its customised programmes and has an extensive portfolio of open programmes. Its faculty play a key role in the design and delivery of these programmes, which are increasingly delivered in international locations.

Premises and facilities of the Saïd Business School

The Saïd Business School is one of the most modern, purpose-built business schools in the world, designed by the leading architectural practice, Dixon Jones. Facilities include four state-of-the-art horseshoe style lecture theatres, a 300-seat theatre (opened by Nelson Mandela in 2002) to cater for larger scale lectures and a wealth of social spaces.

A new building, expected to be completed in the summer of 2012, has also been designed by Dixon Jones and will provide the additional facilities the School requires for a significant expansion of its activities. The School has a second site at Egrove Park, where much of its executive education is currently delivered.

The School has an extensive IT network that includes 50 servers and modern high-speed networks.

The School has created the magnificent purpose-built Sainsbury library to support all management teaching and research. It has access to strong research collections and databases through the University Library Service.

Worcester College

There are 38 self-governing and independent colleges at Oxford, giving both academic staff and students the benefits of belonging to a small, interdisciplinary community as well as to a large, internationally-renowned institution. The collegiate system fosters a strong sense of community, bringing together leading academics and students across subjects, and from different cultures and countries.

Worcester occupies an extensive site on the western edge of the historic city centre, five minutes' walk from the Saïd Business School. The present College was a re-foundation in 1714 of Gloucester Hall, itself the successor to the Benedictine Gloucester College, founded in 1283.

Some of the buildings from the earlier foundations survive. The resulting variety of architectural styles, from the fifteenth century monastic buildings to the Georgian Terrace and notable twentieth century additions, together with extensive landscaped and wooded grounds, which include a lake and sportsfield, make Worcester a particularly attractive place to live and study.

In addition to Dr Nir Vulkan, who is Fellow and Tutor in Management Studies, there are two other Fellows who work in related fields: Dr Simon Cowan, Fellow and Tutor in Economics, and Professor Judith Freedman, Professor of Taxation Law. At present there are 9 undergraduates reading Economics and Management, and 3 reading Engineering, Economics and Management. At the graduate level, there are at present 5 MBA, 3 EMBA and 2 Doctoral students.

The Professor will be a member of the Governing Body of the College, which meets twice each term. He or she may also be invited to sit on sub-committees of the Governing Body.

The Professor will be a full member of the Senior Common Room, entitled to lunch and dinner free of charge in term and vacation whenever the kitchens are open. Guests may be invited for meals, and there are three or four guest rooms which may be booked for visitors. Fellows may arrange small conferences in College – there is a large meeting room which will seat 70 and a smaller room for 40: each has separate catering facilities. There are also two ‘classroom sized’ seminar rooms (16-20) adjacent to a 50-seat small lecture theatre.

More information about the college may be found at: www.worc.ox.ac.uk

Standard Terms and Conditions

Standard duties

(i) to lecture, or hold classes, in at least two of the three university terms and to give at least thirty-six lectures or classes in all and not less than twelve in each of two terms; and

(ii) to undertake research and original work and the general supervision of research and advanced work in your subject and department, and to assist students in their studies by advice or informal instruction.

It is expected that professors will generally participate in the business and affairs of the relevant faculty or department.

Salary, benefits and pension

The salary of the person appointed will be determined by the Vice-Chancellor, after appropriate consultation. In addition the professor will be eligible for consideration, in regular reviews, for one of a number of additional salary awards which may be made in recognition of outstanding academic distinction and/or contribution to the academic work of the University (e.g. in leadership in, or in the development of, some field of study).

The salaries of professors at Oxford are generally above the average of those in other leading UK universities.

An additional pensionable allowance will be payable in respect of any period during which the professor is Head of Department/Faculty Board Chairman. (Any allowance payable for a period of less than three years will not, however, be pensionable.)

Eligible staff may join the Universities Superannuation Scheme. Details are available on the website at <http://www.admin.ox.ac.uk/finance/pensions/uss/>.

Length of appointment

The professorship is tenable until retirement. The normal retirement age is 65, but those who are able to demonstrate an interest in a later retirement date under the University's procedures (details are available on request) may retire at a later date.

Sabbatical leave and outside commitments

All professors may apply for sabbatical leave to allow them to focus on their research. In general, one term of leave is available for each six terms worked. This leave may either be taken as one term of leave after 6 terms of service, or accumulated and taken as one year of leave after 6 years of service.

Professors may also spend up to 30 working days in each year on projects outside their employment duties, such as consultancy, spin-out activity and membership of research councils and other bodies. There is no limit to the amount of money which staff may earn from these activities. Full details are available on the university website at <http://www.admin.ox.ac.uk/ps/staff/codes/outsidecov.shtml>. Guidance on ownership of intellectual property (<http://www.admin.ox.ac.uk/statutes/regulations/182-052.shtml>) and managing conflicts of interest (<http://www.admin.ox.ac.uk/researchsupport/integrity/conflict/policy/>) is also available on the university website.

Residence

Professors are required to reside within the University (i.e. within twenty-five miles of Carfax, the central point of Oxford) during at least six months in each academic year, between 1 October and 1 August, and in particular during not less than six weeks of each term.

Relocation expenses

The University has a generous relocation expenses scheme for eligible staff, which covers removal and travelling expenses connected with relocation, as well as up to £6,500 to cover professional fees in appropriate cases. Further details are available on the website at <http://www.admin.ox.ac.uk/finance/expenses/relocationscheme/>.

Family support

The University has generous maternity and adoption leave arrangements, and also offers support leave to fathers and partners. Additional paternity leave of up to 26 weeks (for children born or placed for adoption after 3 April 2011) is available where parents decide to share the 52 week maternity leave entitlement. Details are available on the website at <http://www.admin.ox.ac.uk/ps/staff/family/>.

All staff are eligible to apply to use the University nurseries (although there is a long waiting list for nursery places), and the full range of tax and National Insurance savings scheme is in operation. Details are available on the University's childcare website at <http://www.admin.ox.ac.uk/eop/childcare/>.

The University will try to accommodate flexible working patterns as far as possible and there is considerable flexibility in the organisation of duties. More information on family support and flexible working policies is available on the website at <http://www.admin.ox.ac.uk/ps/staff/family/>.

Facilities and services

The University has a range of facilities and benefits for its staff; more details are available on the website at <http://www.admin.ox.ac.uk/ps/staff/benefits/>.

The University Disability Office provides support to staff and students with a disability and may be contacted through its website at <http://www.admin.ox.ac.uk/eop/disab/>.

Equality of opportunity

The policy and practice of the University of Oxford require that all staff are offered equal opportunities within employment. Entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. Subject to statutory provisions, no applicant or member of staff will be treated less favourably than another because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.

Medical questionnaire and the right to work in the UK

The appointment will be subject to the satisfactory completion of a medical questionnaire and the provision of proof of the right to work in the UK.

Applicants who would need a work visa if appointed to the post are asked to note that they may need to enter the UK under the Tier 1 (Exceptional talent) category of the UK's points-based system. Further information is available at:

<http://www.ind.homeoffice.gov.uk/workingintheuk/tier1/exceptional-talent/>.

Special arrangements

Oxford welcomes applications from candidates who have a disability. These documents will be made available in large print, audio or other formats on request. Applicants invited for interview will be asked whether they require any particular arrangements to make the interview more convenient and effective for them.

Data Protection

All data supplied by candidates will be used only for the purposes of determining their suitability for the post and will be held in accordance with the principles of the Data Protection Act 1998 and the University's Data Protection Policy (available on the website at <http://www.admin.ox.ac.uk/councilsec/dp/policy.shtml>).