

Position Description – Lecturer, Marketing

Position Details

Position Title:	Lecturer, Marketing
Position Number:	50057426
College/Portfolio:	College of Business
School/Group:	School of Economics, Finance & Marketing
Campus Location:	Based at the City campus, but may be required to work and/or be based at other campuses of the University.
Classification:	Academic Level B <i>Salary Schedule:</i> http://www.rmit.edu.au/browse;ID=ewhlt73t01
Employment Type:	Continuing
Time Fraction:	1.0 FTE

RMIT University

RMIT is a global university of technology, design and enterprise in which teaching, research and engagement are central to achieving positive impact and creating life-changing experiences for our students.

One of Australia's original educational institutions founded in 1887, RMIT University now has 83,000 students including 12,000 at postgraduate level.

The University enjoys an international reputation for excellence in professional and vocational education, applied and innovative research, and engagement with the needs of industry and the community.

With three campuses in Melbourne (City, Brunswick and Bundoora), two in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain, RMIT is a truly global university. RMIT also offers programs through partners in Singapore, Hong Kong, mainland China, Indonesia and Sri Lanka, and enjoys research and industry partnerships on every continent.

RMIT prides itself on the strong industry links it has forged over its 130-year history. Collaboration with industry is integral to the University's leadership in applied research and education, and to the development of highly skilled, globally focused graduates.

We are a 5-Star university under the QS Stars international evaluation system, and are 16th in the world among universities less than 50 years old (2016–17 QS Top 50 Under 50 index).

In the 2016 QS World University Rankings by Subject, RMIT is 16th in the world (highest ranked in Australia) in Art and Design, and 36th in the world (fourth highest in Australia) in Architecture and the Built Environment. We are also among the world's top 100 universities in Engineering (Civil and Structural; Electrical and Electronic; and Mechanical, Mechanical, Aeronautical and Manufacturing); Accounting and Finance; and Business and Management Studies).

Our research was ranked among the best in the world in the 2015 Excellence in Research for Australia evaluation. RMIT was rated "well above world standard" in 13 fields and "above world standard" in a further nine fields.

College/Portfolio/Group

The College of Business comprises six schools delivering a broad range of programs in Business, ranging from Certificates up to PHD levels. Many programs articulate between Vocational Education and Higher Education, creating pathways for further study. RMIT Business programs are delivered in Melbourne, Vietnam, Singapore, Shanghai and Jakarta, as well as through Open Universities Australia (OUA). The College has an annual budget of approximately \$200 million, employs over 475 staff and delivers programs to approximately 31,000 students (21,000 EFTSL).

In line with RMIT's vision to be recognised as a global university of technology, design and enterprise, the College mission is to deliver in a global context innovative, industry-engaged education and applied research connected to business and design. The College assists in achieving the ambitions of RMIT's new five-year strategic plan Ready for Life and Work by making active contributions towards life-changing experiences for students, creating passion with purpose for its staff and shaping the world with impactful research and global reach.

In particular, the College has defined a number of initiatives which are summarised in three priority areas: enterprising, student experience and international mobility.

The College is located on RMIT University's City Campus and resides in the state of the art Swanston Academic and Emily McPherson buildings.

For further details about the College, please visit:

<https://www.rmit.edu.au/about/our-education/academic-colleges/college-of-business>

School of Economics, Finance and Marketing

The Department of Economics and Finance was formed in 1990. The School of Economics, Finance and Marketing was formed in 2005 and has strong research and teaching interests with in excess of 5,000 full time equivalent undergraduate and postgraduate students. The School has 75 full-time experienced and highly qualified academic staff; they are complemented by a cohort of offshore staff and part-time specialised staff ensuring relevance of its academic programs.

The School aims to be recognised as leading the way in providing industry focused degrees that are evidenced by the provision of high quality academic programs that are not only responsive to the needs of the professions, but also provide leadership in innovative thinking pertinent in creating strategic directions for the professions in the public interest.

The School offers the following undergraduate and postgraduate coursework programs known for their practicality, industry relevance and flexible delivery:

- Bachelor of Business (Economics and Finance)
- Bachelor of Business (Marketing)
- Master of Finance
- Master of Marketing

The School prides itself on its educational contribution to the global business community. It attracts many international students into its programs and offers its programs and offers its degrees through long-standing educational partnerships in several countries throughout South-East Asia, Singapore, Vietnam and Indonesia.

The School also offers the following research degrees:

- Master of Business
- Doctor of Philosophy

The School aims to continuously develop and attain an excellent research profile to underpin its teaching and community activities. Research strategies include:

- identifying and utilising key research opportunities in its discipline areas to address current and emerging issues of importance to practitioners;
- promoting team-based research activities within and across disciplines and institutions;
- providing strong financial and other support to enhance research outputs;

- continuously attracting quality research students that complement the research skills of academic staff members; and
- actively supporting research in work-planning through a mix of highly competitive teaching-loads; visiting professor programs; grant and travel schemes; opportunities for sabbatical; and research incentive programs. Research capability development is an area of focus within the school, college and university.

For more information please visit:

<https://www.rmit.edu.au/about/our-education/academic-schools/economics-finance-and-marketing>

The Marketing Discipline is a significant group within the School and College. The Discipline teaches undergraduate and postgraduate programs in Australia and Singapore and using various teaching modes. The Discipline also has a strong research profile and an active research culture. Research groups in the Discipline include CCT, Social Marketing, Brands and Digital Marketing and Marketing performance.

Position Summary

The Lecturer in Marketing is expected to contribute to the teaching and research efforts of the Discipline and School.

The incumbent is to make a significant contribution to the delivery of Marketing programs both onshore and offshore, and to be actively involved in research, consulting and other professional activities.

This includes engagement with the relevant industry stakeholders, attracting competitive grants, publications in high impact journals and effective supervision of postgraduate research students and postdoctoral research staff.

The position will assist the school in maintaining teaching and learning excellence and developing programs, as well as carry out administrative tasks of the School in both its onshore and offshore activities.

The ability to teach a range of courses including, market research and marketing analytics, as well as basic courses such as consumer behaviour, marketing principles, marketing communication is advantageous.

Applicants will need to be able to demonstrate a clear fit with the research strategy of the Discipline. Applicants with expertise in quantitative research and experimental research are of particular interest to the School and Discipline, although all high quality applicants will be considered regardless of research methods and focus.

Reporting Line

Reports to: The Lecturer reports to the appropriate Deputy Head of School (Marketing).

Direct reports: Nil

Organisational Accountabilities

RMIT University is committed to the health, safety and wellbeing of its staff. RMIT and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy and trade practice. RMIT also expects staff to comply with its policy and procedures, which relate to statutory requirements and our ways of working.

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff is up to date.

Key Accountabilities

1. Undertake independent teaching at undergraduate, honours and postgraduate level including: designing, conducting and moderating assessment; implementing improvements informed by course evaluation activities and student feedback.
 2. Undertake independent professional activities, scholarship and/or conduct high quality research activities appropriate to the profession or discipline including: managing individual projects within timelines and budgets and ensuring compliance with quality and reporting requirements; publishing research results in high quality outlets as lead or co-author; preparing and submitting external research funding applications; and supervising higher degree by research candidates.
 3. Undertake administration duties, including course coordination roles or management of a small award program.
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Key Selection Criteria

1. Demonstrated ability to prepare and deliver programs at undergraduate and post-graduate levels, including online delivery, and the ability to produce high quality curriculum or program materials.
2. Ability to undertake course coordination roles.
3. Demonstrated ability to produce high quality student experiences, satisfaction and outcomes.
4. Emerging track record and recognition for quality research outputs which will contribute to existing Discipline and School research areas as evidenced by publications, development of new research initiatives, competitive research funding, and industry links.
5. Demonstrated ability to supervise higher degree by research candidates.
6. Ability to build effective networks with colleagues and generate alternative funding projects through effective liaison with industry and government.
7. A collegial attitude and an evidenced willingness to fully and actively contribute to the Discipline and School culture and climate.
8. Excellent interpersonal and communications skills appropriate for interacting with higher degree by research candidates, staff and industry, together with a strong commitment to teamwork and multidisciplinary collaboration.

Qualifications

Mandatory: PhD in Marketing or equivalent in relevant field.

Preferred: Completion of the Essentials in Tertiary Teaching Practice program or equivalent¹ (if the appointed candidate does not meet this requirement at time of appointment, they will be supported to complete this as a requirement to fulfil their probation).

Appointment to this position is subject to passing a Working with Children check

Endorsed:	Signature:	Approved:	Signature:
	Name:		Name:
	Title:		Title:
	Date:		Date: