



SENIOR LECTURER- MARKETING

SCHOOL/UNIT	School of Business
SPECIALISATION	Marketing
CLASSIFICATION	Level C
WORK LOCATION	Main campus

ORGANISATIONAL CONTEXT

Monash University is Australia's largest university, and a member of the prestigious Group of Eight. Monash is consistently ranked in the world's top 100 universities, reflecting our strong commitment to academic and research excellence.

Monash is a global university, with four local campuses in Australia, as well as international locations in Malaysia, China, Italy, India and Indonesia. A unique alliance with the University of Warwick (UK) sits alongside an array of international collaborations with leading universities and corporations around the world, expanding our global network.

Established in 1998, Monash University Malaysia is Monash's third largest campus and one of Malaysia's most respected universities. We were awarded a 6-star SETARA rating by the Ministry of Higher Education Malaysia in 2017 and 2019, cementing our position in the very top cohort of outstanding universities in the country.

As a research intensive institution, Monash University Malaysia is Monash's platform for scholarly engagement with Southeast Asia. We offer degrees in arts and social sciences, business, engineering, information technology, medicine and health sciences, pharmacy, and science across seven schools. Our students come from Malaysia and more than 70 countries around the world. We have over 9,000 students and more than 800 staff.

Monash University Malaysia is located in Greater Kuala Lumpur, in the Klang Valley, one of Southeast Asia's industrial hotspots. We sit in the heart of the rapidly developing economic corridor linking Singapore, Kuala Lumpur, Bangkok and beyond. Our research is oriented towards deep engagement with this dynamic social and industrial landscape, addressing core challenges of sustainable development in the region.

For further information see www.monash.edu.my.

The School of Business is the largest school at Monash University Malaysia with enrolment numbers in excess of 2,400 students. The School is structured into 6 disciplines; Accounting & Finance, Business Law & Taxation, Marketing, Management, Economics, and Econometrics & Business Statistics.

The School's vision is to become one of the best business school in Asia, as measured by the quality and impact of its teaching and research, and, through these, to engage with and serve the community. By pursuing this vision, the school contributes to the University's mission to improve the human condition by advancing knowledge and fostering creativity.

The School's aim to have a profound impact on business in Asia and have established a new School-based research hub. The Hub will lead the School staff in expanding their links with industry and collaboration with key stakeholders in the business and research community. In so doing, the School will contribute to improve competitiveness of firms and industries in Malaysia and the region.

The School is led by the Head of School who is advised and supported by an Executive Committee comprising senior academic and professional staff members of the School: Deputy Heads of School, Heads of Discipline, Senior School Manager and managers.

For more information, please visit: <https://www.monash.edu.my/business>

POSITION PURPOSE

A Level C academic is expected to make significant contributions to the teaching effort of a discipline, school, faculty or other organisational unit or an interdisciplinary area. An academic at this level is also expected to play a major role in scholarship, research and/or professional activities.

The academic will have responsibility for fostering excellence in research, teaching, engagement and professional activities in the academic discipline within the school, campus and the University. The role specifically will focus on working and building strong collaboration with industry and/or government. Industry experience with a track record in market research will be an added advantage.

Reporting Line: The position reports to Head, Department of Marketing

Supervisory responsibilities: Not applicable

Financial delegation and/or budget responsibilities: Not applicable

KEY RESPONSIBILITIES

1. Contribute to curriculum development, innovation, enhancement and quality assurance in the undergraduate and postgraduate curriculum
2. Develop and deliver innovative and excellent teaching, learning and assessment experiences for undergraduate and postgraduate students
3. Conduct high quality research, maintaining an active record of publication and building a profile of grants and PhD student supervision
4. Support the development and implementation of a research strategy for the School of Business and the Department of Marketing consistent with the research priorities of Monash University Malaysia and Monash University
5. Participate in collaborations with other universities and with government, industry and/or civil society to drive research impact and educational excellence
6. Support the management of education, research and/or administration in the School through, for example, participation in committee.

KEY SELECTION CRITERIA

1. A doctoral qualification (PhD) or equivalent qualification
2. Demonstrated experience in the development of curriculum content
3. A strong record of teaching which demonstrates a commitment to educational innovation.
4. An excellent research record, with a strong trajectory in publications, grants and PhD/Masters/Honours supervision
5. Experience in working with partners in universities, government and/or civil society
6. Demonstrated skills and experience in collaboration and teamwork
7. The incumbent will be required to deliver units using different pedagogies that range from fully face-to-face, flipped or blended learning, to fully online.

LEGAL COMPLIANCE

Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.