

# LECTURER

DEPARTMENT/UNIT	Department of Marketing
FACULTY/DIVISION	Faculty of Business and Economics
CLASSIFICATION	Level B
DESIGNATED CAMPUS OR LOCATION	Caulfield campus

## ORGANISATIONAL CONTEXT

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At [Monash](#), work feels different. There's a sense of belonging, from contributing to something groundbreaking – a place where great things happen. You know you're part of something special and purposeful because, like Monash, your ambitions drive you to make change.

We have a clear purpose to deliver ground-breaking intensive research; a world-class education; a global ecosystem of enterprise – and we activate these to address some of the [challenges](#) of the age, Climate Change, Thriving Communities and Geopolitical Security.

We welcome and value difference and [diversity](#). When you come to work, you can be yourself, be a change-maker and develop your career in exciting ways with curious, energetic, inspiring and committed people and teams driven to make an impact – just like you.

Together with our [commitment to academic freedom](#), you will have access to quality research facilities, infrastructure, world class teaching spaces, and international collaboration opportunities.

We champion an [inclusive workplace culture](#) for our staff regardless of ethnicity or cultural background. We have also worked to improve [gender equality](#) for more than 30 years. Join the pursuit of our purpose to build a better future for ourselves and our communities – [#Changelt](#) with us.

The **Monash Business School** operates across all three Australian campuses (Caulfield, Clayton and Peninsula) and, together with the School of Business in Malaysia, makes up Monash University's Faculty of Business and Economics. The Monash Business School is structured into seven discipline-based departments (Accounting, Banking and Finance, Business Law and Taxation, Econometrics and Business Statistics, Economics, Management, and Marketing) as well as a number of research centres, units and groups in specialist areas such as behavioural economics, development economics, employment and work, and retail studies.

To learn more about the Monash Business School, please visit our [website](#).

The **Department of Marketing** is one of Australia's leading providers of tertiary marketing education. We offer a comprehensive suite of undergraduate and postgraduate programs spanning a wide range of marketing subjects, delivered across three campuses and through various teaching modes. Equally renowned for our vibrant research culture, the Department holds a strong global standing—ranked #36 in the 2025 QS World University Rankings by Subject. We are proud to be recognised as a leader in marketing scholarship in the southern hemisphere. In a rapidly evolving educational landscape, we remain firmly committed to innovation in both pedagogy and research, ensuring our work remains at the forefront of marketing theory and practice. To learn more about our Department and its impact, please visit our website: [www.monash.edu/business/marketing](http://www.monash.edu/business/marketing).

## POSITION PURPOSE

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A Level B academic will contribute to the Department's teaching and actively pursue scholarly, research and professional activities aligned with the discipline.

**Reporting Line:** The position reports to the Head of Department

**Supervisory Responsibilities:** Not applicable

**Financial Delegation:** Not applicable

**Budgetary Responsibilities:** Not applicable

## KEY RESPONSIBILITIES

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Specific duties required of a Level B academic may include:

1. Design, develop and deliver lectures, tutorials/workshops and seminars
2. Conduct high-quality research with the goal of publishing in the top-tier marketing journals
3. Supervise research students - Honours, Postgraduate and/or PhD students
4. Establish coherent research programs that can eventually attract competitive external grants
5. Aligning research activities to engage with industry and striving for real-world research impact
6. A range of administrative functions, the majority of which are connected with the subjects in which the academic teaches, such as being a chief examiner and leading tutor teams.
7. Participate in and contribute to regular Department and Faculty meetings and seminars, relevant committees, and periodic events such as graduation ceremonies and industry events
8. Embrace and support the Faculty's commitment to national and international accreditation (i.e. TEQSA, EQUIS, AACSB and AMBA)
9. Recognise and uphold the Faculty's commitment to the principles and values promoted through PRME and GRLI in all activities of research and teaching
10. Other duties as directed by the Head of Department from time to time

## KEY SELECTION CRITERIA

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### Education/Qualifications

1. The appointee will:
  - be near completion of a PhD or will have recently obtained a PhD in Marketing at a highly regarded institution.

## **Knowledge and Skills**

2. Evidence of strong research training, high-quality scholarly and research activities, and a commitment to publish in the top-tier marketing journals (e.g., *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science*, etc.).
3. Demonstrable motivation to apply for significant internal and/or external grants for research.
4. Demonstrable commitment to supervise the research of Honours, Masters and PhD students.
5. Demonstrable ability to motivate, actively engage, and educate students at the tertiary level.
6. Demonstrable ability to teach a range of subjects, but particularly in areas such as digital marketing, marketing analytics, AI and machine learning applications in marketing, and big data-driven marketing.
7. Willingness to engage with and learn a range of pedagogical approaches, including hands-on lab sessions with industry tools and simulations.
8. High level of interpersonal skills and demonstrated ability to work in a collegial manner with fellow academics and professional staff in the workplace.
9. Interest and commitment to contribute to service roles to the institution or profession.
10. Interest and commitment to engage with external stakeholders, including industry partners, other organisations and alumni.

## **OTHER JOB RELATED INFORMATION**

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- Travel to teach or attend events at other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted
- A current satisfactory Working With Children Check is required

## **GOVERNANCE**

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Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.