POSITION DESCRIPTION

Position Title: Lecturer in Marketing
Organisation Unit: UQ Business School
Position Number: NEW
Type of Employment: Full-time, continuing
Classification: Academic Level B Teaching Focused

THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver knowledge leadership for a better world.

UQ ranks in the world's top universities, as measured by several key independent ranking, including the Performance Ranking of Scientific Papers for World Universities (45), the US News Best Global Universities Rankings (52), QS World University Rankings (51), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (60). UQ again topped the nation in the prestigious Nature Index; and secured a greater share of Australian Research Council grants in 2016 ($24.5 million) than any other university nationally.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience –the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland's highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia’s Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities.

Our 50,000-plus strong student community includes more than 13,000 postgraduate scholars and more than 12,000 international students from 144 countries, adding to its proud 230,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.7 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in...
research areas in neuroscience, biomolecular and biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.

UQ has an outstanding track-record in commercialisation of our innovation with major technologies employed across the globe and integral to gross product sales of $11billion+ (see http://uniquest.com.au/our-track-record).

UQ has a rapidly growing record of attracting philanthropic support for its activities and will have further success in this area as an important strategic aim going forward.

Organisational Environment

The UQ Business School is located on the St Lucia campus with a staff of approximately 160 academic staff; 120 equivalent tutors and 70 professional staff. The School leases space in the Brisbane central business district where it offers core MBA courses and provides executive education and function facilities.

The School has seven main areas of academic strength represented by disciplines – accounting; business information systems; finance; management; marketing; strategy & international business; and tourism with a senior academic reporting to the Head of School leading each discipline. The successful applicant would be joining the Marketing Discipline within the UQ Business School.

Currently, the School has over 9,000 students enrolled in its programs: 6,000 at undergraduate level; 3,000 at postgraduate coursework level; and around 160 in research higher degree programs. Approximately one-third of the student body are international students, mostly from the Asia-Pacific region.

The School's mission is to be courageous thinkers who empower future leaders to positively transform business and society. The School carries AACSB International and EQUIS accreditation – the first school in Australia to receive AACSB and EQUIS accreditation across the full range of programs. The School enjoys strong research links with leading international research schools.

Details of the teaching programs, research activities and business relations may be accessed through the School's web site at: http://www.business.uq.edu.au/. Information about the Faculty and the School may be accessed on the Faculty’s web site at http://www.bel.uq.edu.au.

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is available at - http://www.uq.edu.au/current-staff/working-at-uq

The University of Queensland Enterprise Agreement outlines the position classification standards for Levels A to E.
DUTY STATEMENT (Lecturer – Level B)

Primary Purpose of Position

To engage as a Lecturer in undergraduate and postgraduate teaching and supervision and further development of the School’s programs, to undertake research of high quality, and to perform administrative and other activities associated with the School. Applicants with expertise in one or more of the following areas would be highly regarded: advertising, consumer behaviour, marketing strategy, market research or foundations of marketing.

Duties

Duties and responsibilities include, but are not limited to:

Teaching and Learning

- Undertake teaching, examination and coordination of undergraduate and graduate coursework students in the areas of either advertising, consumer behaviour, marketing strategy or market research.
- Contributions to the curriculum in programs offered by the School as required, including preparation of teaching materials and assessment.
- Undertake scholarship of teaching, including, but not limited to, discipline research, education research, teaching innovations or case study development.
- Coordinate tutors and provide tutorial assistance if necessary.
- Be available for consultation with students.

Engagement

- Foster the School’s relations with industry, government departments, professional bodies and the wider community.
- Engagement with business and industry groups through presentations, promotional activities and committee work.
- Assist in student recruitment activities and promotion of the School’s profile.

Administration/Service

- Participate in the School’s Consultative Committee and serve on other University committees.
- Perform any other duties as directed by the Marketing Discipline Leader or Head of School.

Other

Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:
- the University’s Code of Conduct
- requirements of the Queensland occupational health and safety (OH&S) legislation and related OH&S responsibilities and procedures developed by the University or Institute/School
- the adoption sustainable practices in all work activities and compliance with associated legislation and related University sustainability responsibilities and procedures
- requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related responsibilities and procedures developed by the University

Organisational Relationships

The position reports to the Marketing Discipline Leader and Head of School.

SELECTION CRITERIA (LEVEL B Teaching Focussed)

Essential

- PhD or equivalent combination of relevant education and professional experience in Marketing (or in a discipline area directly related to the Marketing Discipline’s research expertise).
- Demonstrated successful teaching record in undergraduate and/or postgraduate courses, as evidenced through teaching metrics.
- Evidence of scholarship of teaching, including education research, teaching innovations or case study development.
- An ability to represent and promote the School at a university and wider community level, including industry, government and professional bodies.
- Demonstrated involvement in University engagement activities.
- High-level communication and inter-personal skills.
- Ability to relate to students.
- High personal work ethic to complete tasks in a timely manner.

Desirable

- Developed industry liaisons and professional contacts.

Seminar

Applicants invited for interview may be required to present a seminar in conjunction with the selection interview process.

Qualification Verification

An appointment to this position is subject to the verification of the highest academic qualification from the conferring institution.
The University of Queensland values diversity and inclusion.

Applications are particularly encouraged from Aboriginal and Torres Strait Islander peoples. For further information please contact our Australian Indigenous Employment Coordinator at: atsi_recruitment@uq.edu.au

Applications are also encouraged from women. This role is a full-time position; however flexible working arrangements may be negotiated.