POSITION DESCRIPTION

Position Title: Lecturer or Senior Lecturer in Strategic Communication
Organisation Unit: School of Communication and Arts
Position Number: NEW
Type of Employment: Continuing
Classification: Academic Level B or C, Level of appointment will be commensurate with the qualification, experience and academic achievements.

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 CWTS Leiden Ranking (32), the Performance Ranking of Scientific Papers for World Universities (43), the US News Best Global Universities Rankings (42), QS World University Rankings (48), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (69). Excluding the award component, UQ is now ranked 45th in the world in the ARWU, and is one of the only two Australian universities to be included in the global top 50.

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 52,000-plus strong student community includes more than 16,400 postgraduate scholars and more than 15,400 international students from 135 countries, adding to its proud 250,000-plus alumni. The University has more than 6,600 academic and professional staff (full-time equivalent) and a $1.75 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

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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://uniqest.com.au/our-track-record).

UQ has a rapidly growing record of attracting philanthropic support for its activities and this will be a strategic focus going forward.

Organisational Environment

The Faculty of Humanities and Social Sciences (HASS) is a large comprehensive Faculty with a broad academic profile and substantial research achievements. The Faculty Office is based at the St Lucia campus in the iconic Forgan Smith building adjacent to the Great Court of the University. The current Executive Dean is Professor Heather Zwicker.

The Faculty comprises seven Schools (Communication & Arts; Education; Historical & Philosophical Inquiry; Languages & Cultures; Music; Political Science & International Studies; Social Science), two research Institutes (Institute for Social Science Research; Institute for Advanced Studies in the Humanities), two museums (Anthropology Museum and the RD Milns Antiquities Museum), a new Faculty Centre for Policy Futures, and several school-based research centres. The Faculty is also host to the Institute for Modern Languages and the Confucius Institute. The Faculty offers a broad range of programs to a large cohort of international and domestic students, with 850 research higher degree students, approximately 1,500 students in postgraduate coursework degrees and close to 8,000 undergraduates.

There are over 300 academic staff across the Faculty, making it one of the largest in Australia. One indicator of the Faculty’s standing in the disciplines that we research is membership in the learned academies, where UQ can proudly claim 33 members of the Australian Academy of the Humanities and 50 members of the Academy of Social Sciences in Australia.

Teaching in the Faculty is underpinned by substantial research performance and several specialized fields of research were judged at the highest level (5 ranking) in the 2015 Excellence in Research Australia (ERA) round. These fields include Specialist Studies in Education; Political Science; Cultural Studies; Literary Studies; History and Philosophy of Specific Fields. Overall, HASS returned outputs to 21 disciplinary field codes, where 90% were rated above (4 ranking) or well above world standard (5 ranking). This is indicative of high quality and capacity in research.

These research achievements internationally are reflected in the 2017 Leiden rankings (based on impact, not reputation), where the Humanities and Social Sciences at UQ ranks 16th in the world on the quantum of publications in ranked journals, placing us first in Australia and in the Oceania region (for the full data-set see http://www.leidenranking.com).

The quality of our overall Faculty’s performance is also evident in the QS World University Rankings for 2018 which places Social Sciences/Management at UQ at 39th in the world, and Humanities at 51st in the world. This data can be accessed at: http://www.topuniversities.com/faculty-rankings.

More information about the Faculty can be accessed at http://www.hass.uq.edu.au/.
The School of Communication and Arts is a large, research-intensive unit with an international reputation for outstanding research and teaching in English Literature, Art History, Communication, Media, Film and Television Studies, Journalism and Communication, Public Relations, Creative and Professional Writing, and Drama. It has over 50 academic and research staff and 11 professional staff. Our academics are widely published internationally and have extensive research backgrounds. The School is one of seven schools within the Faculty of Humanities and Social Sciences and is based on the St Lucia Campus.

The School teaches into the Bachelor of Arts, the Bachelor of Communication, the Bachelor of Journalism, and the Bachelor of International Studies, and has a suite of postgraduate coursework programs. Its postgraduate programs include Creative Writing; Writing, Editing, and Publishing; Strategic Communication; and Communication for Social Change. The School attracts a large number of Australian and international students to its research higher degree programs, which may be undertaken as PhD or MPhil.

The School has a world-class reputation in Communication and Media, which is currently ranked 32 in the QS World University rankings. Our undergraduate and postgraduate coursework programs provide a strong foundation in writing, industry engagement, practice and production skills, advanced portfolio development and a critical and strategic view of media and communication in society. Our Communication and Media courses draw on the deep expertise of a research-intensive university, coupled with up-to-date industry knowledge and trends. We aim to educate the standard bearers of professional and critical practice in Communication and Media and lead research innovation and design across the sector.


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

Primary Purpose of Position

We are seeking an outstanding scholar of strategic communication to contribute to the development and delivery of our undergraduate and postgraduate teaching programs in communication, media and public relations. The successful candidate will have a PhD in the field of strategic communication (or closely aligned discipline) and a strong commitment to staying relevant in the professional field of strategic communication. They will have a record of high-level research, the capacity to attract and supervise Higher Degree by Research students, and the ability to contribute to our international reputation in communication and media research.
Duties

Duties and responsibilities include, but are not limited to:

Teaching and Learning
- Coordinate and teach undergraduate and postgraduate coursework in the Bachelor of Communication and Master of Communication programs including flexible delivery mode where appropriate.
- Review course curriculum to include the use of e-learning strategies where appropriate.
- Supervise honours and postgraduate research students.
- Provide support for other positions during absences.

Research
- Develop a productive program of research in strategic communication or a related discipline.
- Actively pursue research funding and work collaboratively with researchers within the School and across the University.
- Publish high-quality research of national and international significance.
- Work with colleagues, postgraduates, and collaborators from inside and outside of The University of Queensland in the development of joint research projects.

Service and Engagement
- Foster the School's relations with organisational units in the University, industry, government departments, professional bodies, and the wider community.
- Participate in promoting a national and international exchange of ideas and debate in the field.
- Perform a range of administrative functions in the School including representing the School in marketing campaigns such as TSXPO and Open Day.
- Any other duties as reasonably directed by your supervisor.

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 of 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 Head of School
SELECTION CRITERIA

Essential at Levels B and C

- PhD in the area of Strategic Communication or closely related discipline.
- An ability to establish effective industry relationships and to represent and promote the academic discipline at a University and wider community level, including industry, government and professional bodies.
- Ability to initiate and to develop innovative course materials.
- Demonstrated record of excellence in undergraduate teaching.
- Evidence of ongoing research projects, including publications and funding applications.
- Experience contributing to Higher Degree by Research supervisions.
- Demonstrated ability to work harmoniously and collaboratively within a team, while maintaining an individual profile in a research area and contributing to the collegial life of the School.

Essential at Level C

In addition to the essentials for Level B and C above, the candidate must have the following:

- A developing international profile for research evidenced by an outstanding record of publication in high-ranking refereed journals and other research outlets.
- Demonstrated experience in coordinating undergraduate and/or postgraduate coursework programs including leadership of staff in implementing pedagogical innovations, managing the expectations of the student cohort, and developing appropriate marketing strategies to build the program.
- Ability to develop online course materials and to use alternative modes of teaching, digital technologies, and flexible learning options.
- An emerging track record of applications for external research funds, especially grants and fellowships, and other research project funding.

Desirable at Levels B and C

- Recent industry experience in the field of strategic communication or public relations.
- Experience in liaising and collaborating with external agencies to develop cooperative research initiatives.
- Membership of the PRIA or other relevant professional body.

Desirable at Level B

- Experience in teaching and supervising internationally diverse student cohorts.
- Ability to develop and critically review new research initiatives.
- Ability to develop online course materials and to use alternative modes of teaching, digital technologies, and flexible learning options;
Desirable at Level C

- An active and effective record of principal supervision of Higher Degree by Research students through to successful completion.
- Evidence of invited presentations.
- Evidence of successful applications for external research funds, especially grants and fellowships, and other research project funding.
- Engagement and mentoring skills towards early career academics and researchers.
- Experience of key leadership roles at a school, faculty or university level.

Seminar

Applicants invited for interview may be expected 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 and actively encourages applications from those who bring diversity to the University. Please refer to the University’s Diversity and Inclusion webpage (http://www.uq.edu.au/equity) for further information and points of contact if you require additional support.

Accessibility requirements and/or adjustments can be directed to (recruitment@uq.edu.au).