POSITION DESCRIPTION

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

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 (43), the US News Best Global Universities Rankings (52), QS World University Rankings (47), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (65). UQ again topped the nation in the prestigious Nature Index and our Life Sciences subject field ranking in the Academic Ranking of World Universities was the highest in Australia at 20.

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 240,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.8 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 this will be a strategic focus going forward.

Organisational Environment

UQ Business School is independently ranked as one of the top business schools in Australia and among the leading institutions worldwide. Our mission is to cultivate courageous thinkers who empower future leaders to positively transform business and society.

Based at the St Lucia campus as part of the Faculty of Business, Economics and Law, the School brings together 10,000 students and 130 subject experts.

UQ Business School also has a presence at UQ Brisbane City, the University’s newest site in the heart of the Brisbane CBD. At UQ Brisbane City, students and professionals from the School’s Master of Business Administration (MBA) program and Executive Education courses are taught in smart, functional and flexible learning facilities.

The School offers a wide range of degree programs. Our eight main areas of academic strength are represented by discipline clusters – accounting, business information systems, finance, international business, management, marketing, strategy and entrepreneurship, and tourism.

UQ Business School is renowned for its cutting-edge research, outstanding academic staff, depth of educational programs and close links with leading global organisations. The School also carries AACSB International and EQUIS accreditation – the first school in Australia to receive this prestigious accreditation across its full range of programs.

To learn more about UQ Business School, please visit https://www.business.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

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: quantitative marketing/analytics, advertising/social media, marketing management, marketing research, strategic marketing/branding, services and consumer behaviour.

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 quantitative marketing/analytics, advertising/social media, marketing research, strategic marketing/branding, services and consumer behaviour.
- Experience in innovative teaching methods for enhanced student learning will be an advantage
- 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 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 Marketing Discipline Leader and Head of School.
SELECTION CRITERIA

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 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 the contact person listed in the job advertisement.