APPOINTMENT OF ASSOCIATE PROFESSOR/SENIOR LECTURER/LECTURER IN MARKETING
UQ BUSINESS SCHOOL
MESSAGE FROM DEAN AND HEAD OF SCHOOL

Thank you for your interest in joining The University of Queensland (UQ) Business School at this pivotal moment in our future, and yours.

The University of Queensland is one of Australia’s Group of Eight (Go8), a top 50 university globally, and the state’s largest and oldest university. UQ Business School is revered as one of the world’s leading research and teaching institutions, proudly offering the number one MBA program in Australia and the Asia-Pacific for six consecutive years (The Economist 2017 MBA Ranking).

After several exceedingly strong years of growth for the Business School, the University has launched an exciting academic recruitment plan to expand our unrivalled team of world-class staff at all levels. We currently have 10,000 passionate students enrolled in our undergraduate, postgraduate and research degrees and our growing MOOCs and MicroMasters reach more than 50,000 participants located in 193 countries.

We are motivated, collaborative and focused on driving global change – and as a result, are looking to grow our talent by recruiting an additional 40 academic staff in the areas of finance, management, business information systems, tourism, marketing, accounting, strategy and entrepreneurship.

So, what are we looking for exactly? We are seeking academic staff whose career aspirations match the following criteria; motivation to lead an engaging education experience for our students and executive education clients; a record of published research in leading journals; and a desire to engage with industry and contribute to the community within the Business School.

We also encourage applications from individuals or from teams, who may wish to continue their valuable research or operational relationships within a new organisation.

For those seeking a stimulating and rewarding academic career while making a real difference in students’ education, we welcome your application.

Professor Julie Cogin
Dean and Head of School
UQ Business School

1 A coalition of leading Australian universities, intensive in research and comprehensive in general and professional education.
THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ), located in Brisbane, Australia, ranks consistently among the world’s top universities and delivers unparalleled teaching, learning, and research excellence.

The University is a global leader in finding solutions to society’s problems. It has a strong and internationally focused research culture and an enviable track record in research translation and commercialisation. It is also nationally recognised for its leadership in teaching and learning, having won more Australian Awards for University Teaching than any other university.

UQ ranks in the world’s top universities, as measured by several key independent rankings, including the Performance Ranking of Scientific Papers for World Universities (41), QS World University Rankings (47), the US News Best Global Universities Rankings (45), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (65). Excluding the award component, UQ is now ranked 45th in the world in the Academic Rankings of World Universities (excluding award factor), and is one of only two Australian universities to be included in the global top 50.

The third Excellence in Research for Australia (ERA) assessment, conducted in 2015, reaffirmed the exceptional quality of research at UQ, with 100 per cent of UQ’s research – evaluated across all 22 broad fields of research and 97 specialised fields of research – rated as being at world standard or above. Ninety-five per cent of UQ’s broad fields of research were rated above or well above world standard, with 55 per cent receiving the highest rating – well above world standard. UQ submitted in all broad fields, confirming it as one of Australia’s most comprehensive universities.

UQ is one of only three Australian members of the global Universitas 21; a founding member of the national Group of Eight (Go8) universities; a member of Universities Australia; and one of only two Australian charter members of the prestigious edX consortium, the world’s leading not-for-profit consortium of massive open online courses (MOOCs).

UQ is committed to providing students with the best opportunities and practical experiences while at university – including interactions with researchers, industry and international partners - empowering them with transferable knowledge and skills that will prepare them to exceed expectations throughout their careers.

More than 52,000 students, including the majority of Queensland’s highest academic achievers, as well as top interstate and overseas students, study across UQ’s three beautiful campuses in South-East Queensland at St Lucia, Herston, and Gatton. They include more than 16,400 postgraduate and about 15,400 international students who contribute to a diverse, supportive and inclusive campus community.

UQ has around 250,000 graduates – including 13,000 PhDs – in more than 140 nations. UQ’s graduate employability statistics are impressive. According to the latest Graduate Careers Australia’s Australian Graduate Survey (2017), 73.5 per cent of UQ Australian bachelor’s degree graduates available for full-time work had secured full-time employment within four months of completing courses, comparing favourably to the national average of 68.8 per cent.

UQ employs more than 6,600, academic and professional staff and has a $1.7 billion annual operating budget.
GOVERNANCE

The University is governed by a 22-member Senate representing University and community interests and is led by a Chancellor and Deputy Chancellor. The Senate has delegated to the Vice-Chancellor many of its powers under the University of Queensland Act 1998 to appoint staff, manage and control University affairs and property, and manage and control finances.

STRATEGIC DIRECTION

Delivering on the vision of ‘knowledge leadership for a better world’ is an ambitious goal in any context, but in an environment of funding uncertainty, rapid change and digital disruption, the challenge becomes amplified. Disruptive technologies are the new norm, introducing new competitors within higher education and broadening access to information on a global scale. These changes are fundamentally impacting the way universities teach, the way they conduct research, and the way new knowledge is shared with the world.

Traditional sources of funding are also in decline, forcing universities to look beyond government for financial support. Opportunities exist to build research funding from industry or international sources and the Australian higher education system continues to attract large numbers of international students. This provides important additional revenue for the sector, but it is also necessary to mitigate against the risks of becoming too dependent on foreign markets.

The University of Queensland’s Strategic Plan 2018–2021 has been developed with these issues and risks firmly in mind. To meet this uncertainty, it is vital that UQ establishes an agile and flexible foundation – uniting a diverse community to anticipate change and confidently adapt to whatever challenges this brings.

The University must enable high impact outcomes that not only provide true knowledge leadership, but inspire others to partner with us to pursue this endeavour.

Strategic focus areas

UQ must make some fundamental adjustments to our operations. It is these changes, articulated through the six strategic focus areas listed below, that form the body of this Strategic Plan.

1. Transforming our student experience through a flexible, integrated and partnered learning environment.
2. Enhancing our high quality research by improving our capacity to collaborate to achieve greater impact.
3. Building engaged and strategic partnerships with a broad range of local and global networks.
4. Committing to activities that attract, support and retain a diverse and inclusive community of high achieving staff and students.
5. Building an agile, responsive and efficient university operation.
6. Diversifying our income streams and managing our resources to establish a sustainable financial base.
The University of Queensland Business School is independently ranked as one of the top business schools in Australia and among the leading institutions worldwide. Based in Brisbane, it brings together over 130 subject experts with over 8,000 students and offers a wide range of degree programs and Executive Education.

The School has eight main areas of academic strength represented by discipline:

- Accounting
- Business Information Systems
- Finance
- International Business
- Management
- Marketing
- Strategy and Entrepreneurship
- Tourism

UQ Business School’s mission is to cultivate 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 this accreditation across the full range of programs. The School enjoys strong research links with leading international research schools.

INTRODUCTION TO MARKETING

Successful candidates will join a research active faculty interested in research areas of services, quantitative marketing and strategic marketing and branding, as well as advertising, social impact and social media research. This is a rare opportunity to join a vibrant group at the forefront of research, teaching, and practice and we enthusiastically invite applications.

Marketing at UQ Business School provides an interesting, intellectually challenging and exciting career to graduates in the business world. Our teaching philosophy is driven by research-led-teaching and our course activities are enriched with extensive industry participation.

We are committed to build and nurture a dynamic research profile addressing contemporary developments in the industry.

For US applicants, please note that Australian universities use British terminology, so the Lecturer position is equivalent to an Assistant Professor position in the US.
ROLE OF ASSOCIATE PROFESSOR IN MARKETING

Primary Purpose of Position
To engage as an Associate Professor in undergraduate and postgraduate teaching, 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. The position is open to applicants in any area within the discipline of marketing; however, those who are able to teach in the areas of advertising, quantitative marketing/marketing analytics, consumer behaviour, strategic marketing/branding, service marketing and market research are especially encouraged.

Duties
Duties and responsibilities include, but are not limited to:

Teaching and Learning
• Undertake teaching and examination of undergraduate and graduate coursework students.
• Develop courses in programs offered by the School as required, including preparation of teaching materials and assessment.
• Coordinate tutors and provide tutorial assistance if necessary.
• Be available for consultation with students.
• Supervise honours and higher degree by research student theses in the discipline areas.

Research and Research Education
• Undertake research leading to publications in leading national and international journals.
• Develop collaborative research programs with other members of the School.
• Lead research teams in projects and grant applications.
• Develop and draft research applications.
• Demonstrate substantial research achievement and impact.

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

Administration/Service
• Assume formal leadership roles, such as Discipline Leader, should this be required. Possibly chair committees within the School.
• Perform leadership roles for the Head of School to foster the strategic objectives set for the School.
• Be involved in aspects of marketing the possible programs of the School through special events, provide input marketing materials and possibly attend overseas expos.
• Engage in supervision, development and mentoring of junior staff.

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.

Location
This position is based at the University of Queensland St. Lucia campus, Brisbane, Australia.
The personal and professional attributes of Associate Professor in Marketing will include:

**Essential**

- PhD in Marketing or in a discipline area directly related to the Marketing Discipline Group’s research expertise.
- Evidence of current and active research programs in the field of marketing.
- An established track record of publishing in leading national and international refereed marketing journals.
- Proven experience in obtaining competitive research grants, e.g. Australian Research Council (ARC).
- Evidence of established international collaborations and effective working in research teams.
- Expert knowledge of the Marketing discipline, at a theoretical and practical level.
- Proven ability to teach small, large, undergraduate and postgraduate classes, including evidence of excellence in teaching MBA classes.
- A high-quality teaching track record at undergraduate and postgraduate level, as evidenced through performance metrics.
- Experience in supervising honours, masters and PhD theses.
- High personal work ethic to complete tasks in a timely manner.
- Ability to relate to students.
- Demonstrated methodological knowledge, with familiarity with qualitative and/or quantitative research methods.
- High-level communication and inter-personal skills.
- Ability to effectively communicate technical concepts.
- Ability to work collaboratively with colleagues, particularly the relevant course coordinators.
- Expertise required in one or more of the following areas: advertising, quantitative marketing/marketing analytics, consumer behaviour, strategic marketing/branding, service marketing and market research.

**Desirable**

- Evidence of ability to enhance linkages with the local community, the larger business community, and professional associations would be an advantage.
- Leadership skills, administrative experience and evidence of service contributions.
- Course and program development experience.
- Evidence of capacity to develop research programs and to lead research teams.
ROLE OF **SENIOR LECTURER IN MARKETING**

**Primary Purpose of Position**
To engage as a Senior 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, quantitative marketing/marketing analytics, consumer behaviour, strategic marketing/branding, service marketing and market research.

**Duties**
Duties and responsibilities include, but are not limited to:

**Teaching and Learning**
- Undertake teaching, examination and coordination of undergraduate, honours and postgraduate coursework students in marketing.
- Contributions to the curriculum in programs offered by the School as required, including course development and redesign, preparation of teaching materials and assessment.
- Coordinate tutors and provide tutorial assistance if necessary.
- Be available for consultation with students.
- Contribute to the effective supervision of honours and higher degree by research students as required.

**Research and Research Education**
- Undertake research leading to publications in leading peer-reviewed journals in marketing.
- Continued development of national and international profile in research.
- Seek competitive grants and industry funding for research projects.
- Presentations at key domestic and international conferences and universities.
- Research supervision at honours and PhD level.
- Contribute as a chief investigator including collaborations which yield new insights and opportunities.
- Obtain and successfully manage significant external research fund.

**Engagement**
- Foster the School’s relations with industry, government departments, professional bodies and the wider community, and be active in making external contributions.
- 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.
- Serving as a reviewer for leading academic journals or conferences.
- Taking leadership roles such as session or track chair at national or international conferences.

**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.

**Location**
This position is based at the University of Queensland St. Lucia campus, Brisbane, Australia.
SELECTION CRITERIA

The personal and professional attributes of Senior Lecturer in Marketing will include:

**Essential**
- PhD in Marketing or in a discipline area directly related to the Marketing Discipline’s research expertise.
- Achievement of significant national recognition and have a developing international profile in research.
- Evidence of a current and active program of research including a track record of peer-reviewed publications in leading journals, and a pipeline of research-in-progress which is targeting high quality journals.
- Experience in writing competitive research grant applications.
- Evidence of established research collaborations and effective working in research teams, particularly with contributions as a chief investigator.
- Evidence of contributions to the research community such as paper presentations, and/or acting as a discussant at conferences or through service as a referee to leading academic journals.
- Demonstrated capacity for independent research.
- A high-quality teaching record at undergraduate and postgraduate levels, as evidenced by teaching performance metrics.
- Demonstrated the ability to teach across different settings, resulting in continuous improvement of curriculum, teaching resources and approaches.
- Active and effective record of principal supervision of higher degree by research students.
- Evidence of 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**
- Leadership skills, administrative experience and evidence of service contributions.
- Demonstrated leadership and service to domestic or international academic or professional bodies.
- Demonstrated successful coordination of a significant aspect of a program (e.g. a major or a field of study).
- Course and program development experience.
- Experience in liaising and collaborating with external agencies to develop cooperative research initiatives.
ROLE OF LECTURER IN MARKETING

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, quantitative marketing/marketing analytics, consumer behaviour, strategic marketing/branding, service marketing and market research.

Duties
Duties and responsibilities include, but are not limited to:

Teaching and Learning
• Undertake teaching, examination and coordination of undergraduate, honours and postgraduate coursework students in marketing.
• Contributions to the curriculum in programs offered by the School as required, including course development and redesign, preparation of teaching materials and assessment.
• Coordinate tutors and provide tutorial assistance if necessary.
• Be available for consultation with students.
• Contribute to the effective supervision of honours and higher degree by research students as required.

Research and Research Education
• Undertake research leading to publications in leading peer-reviewed journals in marketing.
• Seek competitive grants and industry funding for research projects, taking on the role of chief investigator (often in conjunction with more experienced researchers).
• Presentations at key domestic and international conferences and universities.
• Research supervision at honours and PhD level.

Engagement
• Foster the School’s relations with industry, government departments, professional bodies and the wider community, and be active in making external contributions.
• 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.
• Serving as a reviewer for leading academic journals or conferences.
• Taking leadership roles such as session or track chair at national or international conferences.

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.

Location
This position is based at the University of Queensland St. Lucia campus, Brisbane, Australia.
The personal and professional attributes of the Lecturer in Marketing will include:

**Essential**
- PhD or PhD thesis submitted with a dissertation in Marketing (or in a discipline area directly related to the Marketing Discipline’s research expertise).
- Established record of publication with evidence of high-quality research, which is likely to lead to publications in leading peer-reviewed journals.
- Demonstrated successful teaching record in undergraduate and postgraduate courses, as evidenced through teaching metrics.
- 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.
- Developing profile with national recognition.
CONDITIONS OF EMPLOYMENT

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.

Tenure
This position is a full-time, continuing appointment.

Salary and benefits
An attractive remuneration package will be negotiated with the successful candidate. Remuneration will be subject to periodic review. These positions are entitled to four weeks’ annual leave. Other terms and conditions of employment will be negotiated with the Dean and Head of School.

Relocation
In the case of an interstate or international appointment, allowances for removal, establishment and temporary accommodation expenses may be negotiated as part of the employment contract.
ABOUT BRISBANE

The capital of Australia’s sunshine state, Queensland, Brisbane is the third largest city and the fastest-growing capital with a population of more than 2.4 million people. It boasts a safe, friendly, and multicultural environment for residents and visitors alike.

With an edgy arts scene, thriving nightlife, strong sporting community, and music and cafe culture, Brisbane has endless opportunities to explore within and around the city.

The inner city is characterised by the Brisbane River, parklands, convention facilities, museums, art galleries, a casino, malls, shopping districts and a host of cosmopolitan restaurants and cafés.

The city is perfect for any of your metropolitan needs, while if you venture just outside the city limits, you will find lush rainforests and sandy beaches, ideal for a relaxing getaway.

The golden beaches and fun parks of the Gold Coast are just an hour’s drive south. The beautiful Sunshine Coast beaches are a short drive to the north, along with National Parks, rainforests, and attractions such as Australia Zoo.

Not only does Brisbane enjoy over 250 days of sunshine, it also is one of the most affordable cities in Australia. Housing in the Greater Brisbane area is 83% more affordable than Sydney and 28% more affordable than Melbourne (REIQ 2017).
Applications should be made via UQ Jobs.

Please **specify which position you are applying for**.

All applicants must supply the following documents: Curriculum Vitae, Cover Letter and Selection Criteria responses.

Applicants should provide the names and contact details of at least three potential referees. These referees need not be approached in advance, as they will not be contacted without the prior consent of the applicant.

**Applications close Sunday 29 July 2018.**

If you have any questions about the position or the application process, please contact:

Associate Professor Jay Weerawardena  
07 3346 8093  
j.weerawardena@business.uq.edu.au

**Quote reference number 504501**
FURTHER INFORMATION AND WEBSITE ADDRESSES

General information on the University is available through the website uq.edu.au

Other documents to which candidates might wish to refer include:
UQ Business School: business.uq.edu.au
University of Queensland Business School Strategic Plan 2017-2021
Research at UQ Business School: business.uq.edu.au/research-disciplines
Research at UQ: uq.edu.au/research

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

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 (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 hr@bel.uq.edu.au.