APPOINTMENT OF
PROFESSOR
IN MARKETING
UQ BUSINESS SCHOOL

INFORMATION
FOR CANDIDATES
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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),¹ 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.

For more information
uq.edu.au/about/governance

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 disciplines:

- 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 marketing 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 built on our vision of 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.
ROLE OF PROFESSOR IN MARKETING

Primary Purpose of Position
To engage as a Professor in undergraduate and postgraduate teaching, postgraduate supervision, and further development of the School's undergraduate and postgraduate programs; as well as performing research, administrative and other activities associated with the School. To significantly contribute to the marketing discipline within the School and University through academic leadership, scholarship and the mentoring of academic staff.

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

Teaching and Learning
• Undertake teaching and examining of undergraduate and postgraduate students in an area of marketing.
• Be available for consultation with students.
• Supervise doctoral, honours and masters theses and research essays in marketing.
• Provide leadership in course development in marketing.

Research and Research Education
• Lead research teams in the area of marketing, with the inclusion and involvement of junior staff.
• Conduct research and publish high quality scholarly papers targeting marketing journals in particular.
• Work with colleagues and postgraduates in the development of joint research projects.
• Attract funding to support research in marketing.

Engagement
• Foster the School’s relations with industry, government departments, professional bodies and the wider community, and be active in making external contributions.

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.
• Mentor junior staff in teaching and research in the area of marketing.

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 the Professor in Marketing will include:

**Essential**

- PhD in Marketing or in a discipline area directly related to the Marketing Discipline’s research expertise.
- Demonstrated expert knowledge in marketing.
- Demonstrated ability to obtain competitive grants including but not limited to ARC grants.
- Ability to develop innovative courses in the area of marketing.
- While focusing on an area of expertise, can work across a range of research methodologies.
- Demonstrated teaching skills at undergraduate and postgraduate levels in the areas of marketing.
- Ability to supervise postgraduate theses in marketing.
- An ability to establish effective relationships and to represent and promote marketing at the University and wider community level, including industry, government and professional bodies.
- Experience in curriculum design in marketing, especially postgraduate coursework programs.
- A sustained track record of publishing high-ranking refereed marketing journals with impact.
- Demonstrated contribution to the chosen field of research.
- Demonstrated ability to build and lead high-performing teams.

- Demonstrated ability to provide mentoring to more junior colleagues and has demonstrated evidence of publishing with junior colleagues.
- High-level communication, inter-personal and communication skills.
- Excellence in teaching as evidenced by student and/or peer evaluations.

**Desirable**

- Knowledge of alternative modes of teaching.
- Developed industry liaisons and professional contacts domestically and internationally.
- Ability to build effective cross-disciplinary research teams.
- Experience in alternative modes of teaching.
- Experience in multiple research methods.
- Experience in liaising and collaborating with external agencies to develop cooperative research initiatives.
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 cafes.

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).
HOW TO APPLY

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.