POSITION TITLE
Lecturer in Marketing (Teaching focused)

COLLEGE
College of Business and Economics

SCHOOL/SECTION
Tasmanian School of Business and Economics

CAMPUS
Launceston

CLASSIFICATION
Level B

DATE
July 2019

POSITION SUMMARY
The University of Tasmania is building a vision of a place-based University with a mission to enhance the intellectual, economic, social and culture future of Tasmania, and from Tasmania, contribute to the world in areas of distinctive advantage. The University recognises that achieving this vision is dependent on the people we employ as well as creating a people-centred University that is values-based, relational, diverse, and development-focused.

The College of Business and Economics is a provider of world-class teaching and research, offering undergraduate and postgraduate programs in our Hobart, Launceston, Cradle Coast, and Sydney campuses, as well as undergraduate teaching programs in China and Hong Kong. The College of Business and Economics is a dynamic and growing business school that is invested in the University's place-based vision. The College is particularly committed to the growth of our northern campuses and we seek to deepen our engagement with the communities in which we are located. As part of this strategy, the College is invested in developing cross-disciplinary teaching and research opportunities that capitalise on existing strengths of the University and the state of Tasmania.

The Lecturer in Marketing is a teaching focused role in which approximately 60% of workload will be allocated to teaching and/or teaching related activities. The appointee will be expected to undertake undergraduate and/or postgraduate teaching, provide leadership in curriculum design and educational innovation, and engage in the scholarship of learning and teaching. An appointee with experience in industry-engaged teaching such as short courses and micro-credentialing will be considered favourably.

We are an inclusive workplace committed to ‘working from the strength that diversity brings’ reflected in our Statement of Values. We are dedicated to attracting, retaining and developing our people and are committed to inclusive principles and celebrate the range of diversity assets which gender identity, ethnicity, sexual orientation, disability, age and life course bring. Applications are encouraged from all sectors of the community.

POSITION RELATIONSHIPS

<table>
<thead>
<tr>
<th>Supervisor</th>
<th>Head of School (Management and Marketing)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct reports</td>
<td>Nil</td>
</tr>
<tr>
<td>Other</td>
<td>Executive Dean, College of Business and Economics</td>
</tr>
<tr>
<td></td>
<td>Associate Deans, Learning and Teaching and Research</td>
</tr>
<tr>
<td></td>
<td>Head of Discipline (Marketing)</td>
</tr>
<tr>
<td></td>
<td>Academic and professional staff in the College of Business and Economics</td>
</tr>
<tr>
<td></td>
<td>Students in the College of Business and Economics</td>
</tr>
</tbody>
</table>
### KEY ACCOUNTABILITIES AND OUTCOMES

1. Make a sustained contribution to the University in achieving its strategic objectives and fulfilling its operational responsibilities.

2. Contribute to educational innovation, curriculum design, and evaluation of learning and teaching activities.

3. Undertake scholarly undergraduate and postgraduate coursework teaching of a high quality.

4. Engage in the scholarship of learning and teaching including securing learning and teaching grants and disseminating knowledge through relevant publication outputs.

5. Contribute to the development and maintenance of productive and effective links inside the University and locally and nationally with the discipline, relevant interdisciplinary domains, profession, industry and/or wider community.

6. Undertake other duties as assigned by the supervisor.

### DECISION MAKING AUTHORITY/LEVEL OF RESPONSIBILITY

Under the broad direction of the supervisor and within the context of the University's policies and performance expectations, the appointee has a substantial degree of autonomy.

### POSITION CRITERIA

**Essential Requirements**

1. A PhD in a field relevant to the discipline.

2. Growing experience in University-level educational innovation, curriculum design, and assessment practice. Experience in teaching retail marketing, market research methods, advertising and promotion, or marketing management at undergraduate and postgraduate levels in online, blended and face-to-face modes.

3. A growing record and commitment to the scholarship of learning and teaching including relevant publications, presentations at conferences and capacity to build track record in securing funding.

4. Growing experience in building and leading teams across learning and teaching activities.

5. Demonstrated capacity to lead education activities to successful outcomes.

**Desirable Attributes**

6. Experience in industry-engaged teaching such as short courses and micro-credentialing.
WORKPLACE HEALTH AND SAFETY

- All staff assist the University to create and maintain an environment where people are safe, healthy and well by using and improving the systems and equipment we have for work.
- All staff actively manage risks associated with their work and report hazards, near-misses and incidents to their Supervisor to enable teams to positively learn and improve our systems and equipment.
- Supervising staff support and equip their teams to work safely by providing information, training and supervision. They respond quickly to issues and create an environment where teams are encouraged to positively intervene and empowered to make improvements.

UTAS VALUES AND BEHAVIOURS

We subscribe to the fundamental values of honesty, integrity, responsibility, trust and trustworthiness, respect and self-respect, and fairness and justice. We bring these values to life by our individual and collective commitment to:
* Creating and serving shared purpose
* Nurturing a vital and sustainable community
* Focusing on opportunity
* Working from the strength diversity brings
* Collaborating in ways that help us be the best we can

Our University Behaviour Policy sets out these values, standards and expectations for appropriate behaviour that apply to all employees and characterise the collegial and community nature of our University.