



## POSITION DESCRIPTION

School of Culture and Communication  
Faculty of Arts

### Lecturer in Media Communications

POSITION NO	0044305
CLASSIFICATION	Level B
SALARY	\$98,775 - \$117,290 p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full-time
BASIS OF EMPLOYMENT	Fixed-term position available for 3 years Fixed-term contract type: Unanticipated Enrolment Increase
OTHER BENEFITS	<a href="http://about.unimelb.edu.au/careers/working/benefits">http://about.unimelb.edu.au/careers/working/benefits</a>
HOW TO APPLY	Online applications are preferred. Go to <a href="http://about.unimelb.edu.au/careers">http://about.unimelb.edu.au/careers</a> , select the relevant option (‘Current Staff’ or ‘Prospective Staff’), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Associate Professor Robert Hassan Tel +61 3 8344 3539 Email <a href="mailto:hassanr@unimelb.edu.au">hassanr@unimelb.edu.au</a>  <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:  
[about.unimelb.edu.au/careers](http://about.unimelb.edu.au/careers)

## ***Position Summary***

The School of Culture and Communication (SCC) encourages collaborative, cross-disciplinary work in line with University priorities and is host to several large research projects and centres, including the Centre for Advancing Journalism, the Research Unit in Public Cultures, the Centre for the History of Emotions and the Australian Institute of Art History. We also teach a range of higher degree programs through a Graduate School, including Master of Marketing Communication, Master of Journalism and Master in Global Media and Communications.

This position is for a Lecturer to assist with the implementation and development of teaching and research activities in the School of Culture and Communication (SCC), with a particular focus on marketing communications, and area where the School has experienced a significant increase in enrolments in recent years.

The Lecturer will coordinate and teach core subjects in the graduate and undergraduate programs of Media and Communications, with an emphasis on teaching into core subjects in the Master of Marketing Communications, along with other marketing and PR subjects within the wider Media and Communications Program.

The Lecturer will also help teach and develop curricula for other media and communications subjects as required, including supervising honours and minor theses in media and communication projects at an undergraduate and graduate level. He/she will also be expected to supervise student theses up to PhD level.

The Lecturer will also be expected to have an excellent interdisciplinary research track record that can contribute to the development of existing and future research projects within Media and Communications, including participation as Chief Investigator on ARC-funded research projects, providing advice and assistance with the development of major ARC Linkage Grant applications, and consulting regarding current and future subject development.

## ***1. Key Responsibilities***

### **1.1 TEACHING**

- ▶ Preparation and delivery of lectures, tutorials and seminars as appropriate and in line with Faculty of Arts minimum expectations for teaching satisfaction.
- ▶ Full subject coordination including development of new and ongoing review of subject materials at all levels; preparation and delivery of lectures and seminars; marking and assessment, administrative tasks associated with the subjects taught. Coordinate student consultations.
- ▶ Identify and contribute to opportunities for collaborative teaching opportunities with other SCC disciplines.
- ▶ Administrative tasks associated with the subjects taught.
- ▶ Supervision of honours, postgraduate, diploma, master's coursework and research higher degree students as required.
- ▶ Present research workshops/seminars within the School.

### **1.2 RESEARCH**

- ▶ Strong publications arising from scholarship and research to the expectation of a Level B.

- ▶ Contribute to planning, development and execution of new and existing media and communications research projects, particularly in the area of marketing communications, and, as appropriate, the development of large ARC grant applications in the School.
- ▶ Contribute through analysis and the presentation of findings in scholarly publications, co-authored monographs and articles in refereed journals.
- ▶ Make significant contribution in the research activities at all levels and contribute to research project administration.

### 1.3 SERVICE TO THE DISCIPLINE

- ▶ Cultivation of close links with the media and marketing communications industry and other public sector stakeholders.
- ▶ Involvement in professional activity, including participation in meetings of professional societies.

### 1.4 SERVICE TO THE SCHOOL

- ▶ Meetings and committee work within the School and the wider university community, as appropriate.
- ▶ Present research workshops/seminars within the school.

## 2. Selection Criteria

### 2.1 ESSENTIAL

- ▶ A PhD qualification in media communications, or cognate discipline;
- ▶ Expertise in the field of media communications, with particular experience in marketing communications and its teaching and research fields;
- ▶ Demonstrated ability to teach both media and marketing communications subjects at undergraduate and postgraduate levels;
- ▶ A track record in undertaking research within media and communications and/or marketing communications;
- ▶ Demonstrated ability to participate in a research team, and to meet the aims and deadlines of a project;
- ▶ Ability to take a leadership position in a tightly organised, collaborative team of academics and practitioners;
- ▶ Demonstrated ability to conduct research collaboratively, as well as independently, and to work effectively as a team member;
- ▶ Ability to liaise with external clients.

### 2.2 DESIRABLE

- ▶ Professional experience in the media industry, particularly in the area of content creation and writing for media (e.g. copywriting).

## 3. Equal Opportunity, Diversity and Inclusion

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Growing Esteem.

## ***4. Occupational Health and Safety (OHS)***

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/people/community/responsibilities-of-personnel>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

## ***5. Other Information***

### **5.1 ORGANISATION UNIT**

<http://arts.unimelb.edu.au/culture-communication>

### **5.2 BUDGET DIVISION**

<http://arts.unimelb.edu.au/>

### **5.3 THE UNIVERSITY OF MELBOURNE**

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

#### 5.4 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs.

<http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- ▶ Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.
- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.
- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning

of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

## 5.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>