



# LECTURER- MARKETING

<b>SCHOOL/UNIT</b>	School of Business
<b>SPECIALISATION</b>	Marketing
<b>CLASSIFICATION</b>	Level B
<b>WORK LOCATION</b>	Main campus

## ORGANISATIONAL CONTEXT

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Monash University is Australia's largest university, and a member of the prestigious Group of Eight. Monash is consistently ranked in the world's top 100 universities, reflecting our strong commitment to academic and research excellence.

Monash is a global university, with four local campuses in Australia, as well as international locations in Malaysia, China, Italy, India and Indonesia. A unique alliance with the University of Warwick (UK) sits alongside an array of international collaborations with leading universities and corporations around the world, expanding our global network.

Established in 1998, Monash University Malaysia is Monash's third largest campus and one of Malaysia's most respected universities. We were awarded a 6-star SETARA rating by the Ministry of Higher Education Malaysia in 2017 and 2019, cementing our position in the very top cohort of outstanding universities in the country.

As a research intensive institution, Monash University Malaysia is Monash's platform for scholarly engagement with Southeast Asia. We offer degrees in arts and social sciences, business, engineering, information technology, medicine and health sciences, pharmacy, and science across seven schools. Our students come from Malaysia and more than 70 countries around the world. We have over 9,000 students and more than 800 staff.

Monash University Malaysia is located in Greater Kuala Lumpur, in the Klang Valley, one of Southeast Asia's industrial hotspots. We sit in the heart of the rapidly developing economic corridor linking Singapore, Kuala Lumpur, Bangkok and beyond. Our research is oriented towards deep engagement with this dynamic social and industrial landscape, addressing core challenges of sustainable development in the region.

For further information, please visit [www.monash.edu.my](http://www.monash.edu.my)

The School of Business is the largest school at Monash University Malaysia with about 2,900 students and 90 staff. The School is structured into seven departments: Accounting, Finance, Business Law and Taxation, Strategic

Marketing, Management, Economics, and Econometrics and Business Statistics. The School is part of Monash University's Faculty of Business and Economics.

The School of Business is an innovative, entrepreneurial and culturally diverse organisation. Its mission is to have a meaningful impact on the way business is conducted in Asia through outstanding research and education, along with extensive engagement with industry and the community.

For more information, please visit: <https://www.monash.edu.my/business>

## **POSITION PURPOSE**

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A Level B academic is expected to make contributions to the teaching effort of the university and to carry out activities to maintain and develop her/his scholarly, research and/or professional activities relevant to the profession or discipline.

The academic will have responsibility for fostering excellence in research, teaching, engagement and professional activities in the academic discipline within the school, campus and the University. The role specifically will focus on introducing new Digital Marketing elements to the current overall Strategic Marketing major. Expertise in Digital Marketing and the ability to navigate different online teaching tools will be an added advantage.

**Reporting Line:** The position reports to the Head, Department of Marketing

**Supervisory responsibilities:** Not applicable

**Financial delegation and/or budget responsibilities:** Not applicable

## **KEY RESPONSIBILITIES**

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1. Contribute to curriculum development, innovation, enhancement and quality assurance in the undergraduate and postgraduate units
2. Deliver innovative and excellent teaching, learning and assessment experiences for undergraduate and postgraduate students
3. Conduct original research, developing an active record of publication and starting to build a profile of grants and supervision
4. Participate in collaborations with other universities and with government, industry and/or civil society to drive research impact and educational excellence
5. Support the management of education, research and/or administration in the School through, for example, participation in committees
6. Able to contribute towards developing a Digital Marketing major for the Department.

## **KEY SELECTION CRITERIA**

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1. A doctoral qualification (PhD) or equivalent qualification
2. Demonstrated ability to teach in a university environment
3. Demonstrated ability to produce excellent research and supervision of Undergraduate/Honours students
4. Demonstrated ability to work with partners in universities, government and/or civil society
5. Demonstrated skills and experience in collaboration and teamwork
6. The incumbent will be required to deliver units using different pedagogies that range from fully face-to-face, flipped or blended learning, to fully online.

## **LEGAL COMPLIANCE**

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Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.