

# Position Description

## Lecturer



### Details

Area	Deakin Business School
Team / School	Department of Marketing
Employment	Continuing
Location	Burwood
Classification	Level B
Manager Title	Head of Department

### Deakin

Deakin is a Victorian university with a global impact. We are agile and innovative, and committed to making a positive impact through our excellence in education and research and the contributions we make to the wider community.

Our reputation has been built on the dedication and expertise of our staff. We offer a dynamic, diverse and inclusive working environment with opportunities to grow and develop careers. We believe that a progressive, thriving culture will ensure people choose to come, and stay at Deakin and contribute to our ongoing success.

As one of Australia's largest universities, Deakin has strong global linkages, world-class research and an education portfolio that blends the best of campus and digital delivery into a highly supportive and personalised student experience.

We offer outstanding education founded on the experience we create for our learners and guided by graduate outcomes for successful lives and careers. We undertake globally significant discovery research that benefits our communities through the innovative translation of our ideas into new services, products, policies and capabilities.

At Deakin we value diversity, embrace difference and nurture an inclusive, safe and respectful community. Deakin is an Employer of Choice for Gender Equality, a SAGE Athena SWAN Bronze Award holder, seeking gender equity for Women in STEMM, and a Silver Award holder in the Australian Workplace Equality Index for LGBTQ inclusion. We strongly encourage applications from Aboriginal and Torres Strait Islander people and people of all cultures, abilities, sexualities and genders.

[Strategic Plan – Deakin 2030: Ideas to Impact](#)

[Benefits of working at Deakin](#)

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### Overview

The Lecturer will be actively involved in teaching including making significant contributions to innovative teaching and carrying out activities to maintain, and develop their scholarly research and/or professional activities relevant to the profession or discipline. They will undertake research and publish in quality internationally ranked journals. The appointee will be involved in the research of the Department, participate in external competitive research funding activities. They will be involved in academic and professional service and engagement, industry partnerships and professional activities enhancing the scholarly reputation of the University. Linking into one of the Faculty's Strategic strengths, including MarTech and marketing for good.

We are looking for people with teaching and research, experience or interest in: Martech, Retailing, Business marketing, marketing data science/analytics, or strategy.

### Responsibilities

#### *Education and Employability*

- Maintain deep discipline knowledge which is applied to inform unit design
- Assist in the integration of industry and research practice to inform unit / course design and teaching practices  
Participate in teaching teams to develop courses and materials and collaborate to produce innovation in curriculum design
- Deliver learner-centric, research-informed teaching practices across different levels / modes of delivery
- Contribute to review of units and courses and implement refinements
- Implement creative teaching practices to improve student success and engagement
- Provide clear assessment criteria and timely feedback to learners, monitoring and adapting assessment practices to facilitate and improve learning outcomes
- Develop effective assessment tasks and rubrics at unit level to improve learning outcomes
- Support diverse learners by designing accessible and inclusive unit material and practices
- Design collaborative learning opportunities at the unit level
- Provide academic support to students within units
- Guide students to appropriate support services where required
- Contribute effectively to a culture of educational excellence and engage collaboratively with peers
- Advance knowledge within own specific fields and build teaching and learning capability related to discipline or pedagogy

#### *Research and Innovation*

- Initiate, design and conduct high-quality research activities generating high impact outputs
- Widely communicate research outputs to discipline(s), other sectors and the community, nationally and internationally, ensuring impact in the field and the community
- Support research funding applications that influence policy, strategy or translate into real world impact
- Build national reputation, based on growing, focused body of work recognised for quality, excellence and impact
- Participate in development of industry partnerships and collaboration
- Provide effective mentoring, including professional development and links with industry partners for HDR students to support professional and career development and employability

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- Work within one of the Faculties Strategic research areas
- Adopt and promote a culture of research excellence, innovation and impact
- Establish/expand industry network to create opportunities for placements

### *University Citizenship and Engagement*

- Assist the implementation of local citizenship activities and contribute to effectiveness as influencer
- Contribute to the implementation of specific aspects of the University's strategic agenda
- Contribute to the implementation of University's community engagement agenda and community engagement activities
- Assist in the development and implementation of the university's strategic agenda through formal and informal leadership and contributory roles to deliver core outcomes

### **Relationships**

*Internal relationships:* Head of Department, Dean of Business School, Departmental colleagues, Associate Deans, Faculty Professional Staff, as well as the Faculties, strategic research units and centres.

*External relationships:* External grant providers, national and international Academics in the discipline, stakeholders in Academic journals; industry bodies relevant to the discipline

### **Selection**

#### *Qualifications and experience*

- PhD in a relevant discipline.
- Experience or interest in: Martech, Retailing, Business marketing, marketing data science/analytics, or strategy.
- Excellent record of scholarly learning and teaching in UG and/or PG programs, including experience in innovative curriculum design
- Emerging reputation in research and scholarship through publications and/or exhibitions and/or success in obtaining external research funding
- Ability to make a contribution to community engagement for research and teaching
- Capacity to contribute to leadership of teaching, research and/or administration
- Excellent interpersonal skills and a proven ability to establish good working relationships with colleagues
- Commitment in fostering relationships with research, community, industry, government and professional partners and with other higher educational institutions.

### **Capabilities**

- **Digital Literacy:** Interprets and distils information; produces clear communications through a variety of digital platforms
- **Collaboration:** Proactively supports working together, shares ideas and provides constructive feedback; respects and values others

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- **Emotional Intelligence:** Recognises emotions in self and others; uses emotional cues to guide thinking and behaviour
- **Building Networks and Partnerships:** Identifies and invests in relationships essential for growth and positive outcomes
- **Communicating with Influence:** Engages and energises others through clear and persuasive communication
- **Personal Resilience:** Maintains composure and focus under pressure, adapts to changing situations and recovers from setbacks

### Special Requirements

- Occasional interstate or overseas travel may be required and regular travel within Victoria will be required.
- Working with Children Check (refer to Recruitment Procedure)
- May be required to teach from other campuses in addition to home campus

**Note** The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.