

Position Description

Postdoctoral Fellow

Position Number: 00074469
Position Title: Postdoctoral Fellow
Date Written: 4 June 2019

Faculty / Division: UNSW Business School
School / Unit: School of Marketing
Position Level: Level B

ORGANISATIONAL ENVIRONMENT

UNSW is currently implementing a ten year strategy to 2025 and our ambition for the next decade is nothing less than to establish UNSW as Australia's global university. We aspire to this in the belief that a great university, which is a global leader in discovery, innovation, impact, education and thought leadership, can make an enormous difference to the lives of people in Australia and around the world.

Following extensive consultation in 2015, we identified three strategic priority areas. Firstly, a drive for academic excellence in research and education. Universities are often classified as 'research intensive' or 'teaching intensive'. UNSW is proud to be an exemplar of both. We are amongst a limited group of universities worldwide capable of delivering research excellence alongside the highest quality education on a large scale. Secondly, a passion for social engagement, which improves lives through advancing equality, diversity, open debate and economic progress. Thirdly, a commitment to achieving global impact through sharing our capability in research and education in the highest quality partnerships with institutions in both developed and emerging societies. We regard the interplay of academic excellence, social engagement and global impact as the hallmarks of a great forward-looking 21st century university.

To achieve this ambition we are attracting the very best academic and professional staff to play leadership roles in our organisation.

VALUES IN ACTION: OUR UNSW BEHAVIOURS

UNSW recognises the role of employees in driving a high-performance culture. The behavioural expectations for UNSW are below.



Delivers high performance and demonstrates service excellence.



Thinks creatively and develops new ways of working. Initiates and embraces change.



Works effectively within and across teams. Builds relationships with internal and external stakeholders to deliver on outcomes.



Values individual differences and contributions of all people and promotes inclusion.



Treats others with dignity and empathy. Communicates with integrity and openness.

OVERVIEW OF RELEVANT AREA AND POSITION SUMMARY

UNSW Business School is a leader in business education and research in the Asian region and one of the largest Business Schools in Australia with more than 16,500 students, 500 academic and professional staff and more than 80,000 alumni and partners. The Business School offers a full suite of business degree programs at undergraduate, postgraduate, coursework and research levels, including the AGSM MBA programs and a range of Executive Programs. Its direction is guided by a business advisory council of leading CEOs, chairpersons and other business leaders.

The Business School's reputation is built on its outstanding staff, students and alumni and a cultural diversity which ensures an international focus. It also has a long history of deep industry engagement, and takes pride in the impact it has through its educational and research activities. The School is frequently ranked among the top 50 in the world, and in some areas among the top 20, according to global indicators. For further information, see: <https://www.business.unsw.edu.au/>

The position is based within the School of Marketing. The School of Marketing has recently appointed research professor Harald van Heerde as part of the Strategic Hire and Retention Programme (SHARP). This programme is part of UNSW's 2025 Strategy. The vision is to be among the leading research-intensive universities worldwide, known for innovative, pioneering research that has a global impact. To achieve this, UNSW invests strategically, on a large scale, in recruitment in carefully selected areas of research, including marketing.

The Postdoctoral Fellow will undertake collaborative and self-directed research in quantitative marketing. The specific goal is to generate novel and rigorous insights on the effectiveness of marketing activities. These insights are based on using cutting-edge econometric models calibrated on observational (real-world) empirical data.

The role of Postdoctoral Fellow reports to Professor Harald van Heerde. The appointment is for a period of three years, starting at a mutually agreed date.

RESPONSIBILITIES

- Develop or apply cutting edge econometric models to obtain novel and managerially relevant marketing insights
- Collaborate with industry partners in obtaining and collating empirical data in econometric model calibration
- Conduct field experiments with industry partners
- Process and clean obtained research data
- Publish in top marketing and related journals
- Present research at national and international conferences
- Perform research collaboratively and individually
- Liaise with other investigators at the School of Marketing and UNSW
- Jointly supervise PhD, Honours and Masters students, as appropriate; and
- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

SELECTION CRITERIA

- PhD in Marketing, Business, Econometrics, Computer Science or similar with strong background in empirical econometric models
- Strong interest in real-world marketing issues
- Strong quantitative background and training
- Strong programming and data handling skills, for example in R, Python, Matlab or Gauss
- Excellent oral and written communication skills

- Proven, or demonstrated excellent potential for, an outstanding publication record
- Demonstrated ability to work as part of a team and work with minimal supervision
- Demonstrated high level analytical and problem-solving skills
- Demonstrated capacity to deliver high quality project outcomes in a timely manner
- Knowledge of equal opportunity principles; and
- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training.

PRE-EMPLOYMENT CHECKS REQUIRED

Based on the duties, responsibilities and requirements of this position, an appointment to this position is subject to a satisfactory completion of the following pre-employment checks:

- Qualification verification

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.