

## Position Description

# Associate Professor

*Position Number: 00062059*  
*Position Title: Associate Professor*  
*Date Written: 7 August 2018*

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

## 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.



Values in Action  
 Our UNSW Behaviours



Builds  
Collaboration



Embraces  
Diversity



Displays  
Respect



Demonstrates  
Excellence



Drives  
Innovation

## 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 15,000 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 UNSW School of Marketing is one of the oldest marketing schools in the region attracting very high quality academics that are not only passionate about the discipline, but also in developing business and marketing leaders of tomorrow. The School has both breadth and depth of expertise in a number of different areas with key strengths in marketing strategy and marketing operations management, consumer research, services marketing, marketing science and marketing analytics, and product and service innovation.

A Level D Academic (Associate Professor) is expected to make high-level contributions to research, teaching, and internal and external engagement in the School and to carry out activities to maintain and develop his/her scholarly research and professional activities.

The role of Associate Professor reports to Head of School, Marketing and has nil direct reports.

## RESPONSIBILITIES

Specific responsibilities for this role include:

- Pursue and develop a very active and productive research program at very high levels (i.e. publications in strong refereed Marketing and related journals, research grant applications, research student supervision, presentation to conferences and publications in conference proceedings);
- Develop and teach undergraduate, postgraduate, and/or research courses in Marketing;
- Promote high quality teaching and learning in courses and in supervision of students;
- Take a senior role in the development/design of innovative teaching and learning, including blended and online/digital approaches, and in curriculum development.
- Contribute to course administration, course co-ordination, provision of course related advice to students, and conduct of assessment procedures and examinations as required;
- Supervise postgraduate research and honours students in Marketing;
- Participate in seminars, meetings and Committees in the School, Faculty and University;
- Engage with academic, professional, and international organisations relevant to the objectives of the School and Faculty;
- Opportunity to teach into MBA and executive education programs.
- Ensure that the work for which they are responsible is carried out in ways which safeguard the OHS of staff or students in their charge and visitors, including contractors whom they engage.
- Implement the UNSW Health and safety management system within your area of responsibility.

## SELECTION CRITERIA

- A PhD in Marketing;
- A solid record of research publication in strong Marketing and related journals in the areas of marketing strategy and marketing operations management, marketing science and marketing analytics, innovation (in products, services, and marketing operations), and/or business to business research (especially quantitative B2B research);
- Record of solid achievement in a managerial role in a University or professional setting and of contribution within these settings;
- A record of academic excellence with an outstanding contribution to teaching and research at both undergraduate and postgraduate levels;
- Capacity and experience to contribute strongly in the development of research, teaching and programs relevant to the discipline area;
- Demonstrated understanding of blended and online teaching and learning pedagogies;
- A strong demonstrated ability for teaching and curriculum development at both the undergraduate and postgraduate level and a willingness to assist with the development of courses and program review;
- Proven ability to supervise honours and postgraduate research students;
- Demonstrated ability to contribute to the research agenda of the School and a willingness to develop ARC Linkage Grants and Knowledge Exchange projects;
- Highly developed interpersonal skills with the ability to mentor staff and work with students from diverse backgrounds;
- An ability to strengthen the School's already solid links with Asia and globally;
- Demonstrated ability to contribute strongly by extending the School's interface with the profession and industry;
- Ability to implement and lead by example equal opportunity and diversity policies and programs;
- Ability and capacity to direct and monitor the implementation and effectiveness of the safety management system.

## PRE- EMPLOYMENT CHECKS REQUIRED FOR THIS POSITION

- Verification of qualifications

*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.*

## Position Description

# Senior Lecturer

*Position Number: 00062016*  
*Position Title: Senior Lecturer*  
*Date Written: 7 August 2018*

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

## ORGANISATIONAL ENVIRONMENT

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The UNSW School of Marketing is one of the oldest marketing schools in the region attracting very high quality academics that are not only passionate about the discipline, but also in developing business and marketing leaders of tomorrow. The School has both breadth and depth of expertise in a number of different areas with key strengths in marketing strategy and marketing operations management, consumer research, services marketing, marketing science and marketing analytics, and product and service innovation.

A Level C Academic (Senior Lecturer) is expected to make solid and regular contributions to research, teaching, and internal and external engagement in the School and to carry out activities to maintain and develop his/her scholarly research and professional activities.

The role of Senior Lecturer reports to Head of School, Marketing and has nil direct reports.

## RESPONSIBILITIES

Specific responsibilities for this role include:

- Pursue and develop an active and productive research program at high levels (i.e. publications in very good refereed Marketing and related journals, research grant applications, research student supervision, presentation to conferences and publications in conference proceedings);
- Develop and teach undergraduate, postgraduate, and/or research courses in Marketing;
- Promote high quality teaching and learning in courses and in supervision of students;
- Take a senior role in the development/design of innovative teaching and learning, including blended and online/digital approaches, and in curriculum development.
- Contribute to course administration, course co-ordination, provision of course related advice to students, and conduct of assessment procedures and examinations as required;
- Supervise postgraduate research and honours students in Marketing;
- Participate in seminars, meetings and Committees in the School, Faculty and University;
- Engage with academic, professional, and international organisations relevant to the objectives of the School and Faculty;
- Opportunity to teach into MBA and executive education programs.
- Ensure hazards and risks are identified and controlled for tasks, projects and activities that pose a health and safety risk within your area of responsibility.

## SELECTION CRITERIA

- A PhD in Marketing;
- A solid record of research publication in strong Marketing and related journals in the areas of marketing strategy and marketing operations management, marketing science and marketing analytics, innovation (in products, services, and marketing operations), and/or business to business research (especially quantitative B2B research);
- Record of solid achievement in a managerial role in a University or professional setting and of contribution within these settings;
- A record of academic excellence with an outstanding contribution to teaching and research at both undergraduate and postgraduate levels;
- Capacity and experience to contribute strongly in the development of research, teaching and programs relevant to the discipline area;
- Demonstrated understanding of blended and online teaching and learning pedagogies;
- A strong demonstrated ability for teaching and curriculum development at both the undergraduate and postgraduate level and a willingness to assist with the development of courses and program review;
- Proven ability to supervise honours and postgraduate research students;
- Demonstrated ability to contribute to the research agenda of the School and a willingness to develop ARC Linkage Grants and Knowledge Exchange projects;
- Highly developed interpersonal skills with the ability to mentor staff and work with students from diverse backgrounds;
- An ability to strengthen the School's already solid links with Asia and globally;
- Demonstrated ability to contribute strongly by extending the School's interface with the profession and industry;
- Ability and capacity to implement required UNSW health and safety policies and procedures.

## PRE- EMPLOYMENT CHECKS REQUIRED FOR THIS POSITION

- Verification of qualifications

*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.*