

PROFESSOR OF MARKETING AND DIGITAL COMMUNICATION

DEPARTMENT/UNIT	Office of the Pro Vice-Chancellor (Indonesia)
FACULTY/DIVISION	Office of the Pro Vice-Chancellor (Indonesia)
CLASSIFICATION	Professor
DESIGNATED CAMPUS OR LOCATION	Monash Indonesia

ORGANISATIONAL CONTEXT

Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world. You will be part of a university that is made up of inspirational, challenging thinkers and doers – and your work will make a lasting impact. Monash University was founded on the belief that the search for knowledge and the ways to use it never end. Discover more at www.monash.edu

In establishing the Monash Indonesia campus the University is continuing its commitment to being a truly global university. This new Monash campus joins a dynamic network alongside the highly successful Monash University Malaysia, as well as our partnered campuses in Suzhou, China and Mumbai, India.

The campus will make a strong and distinctive contribution to Indonesia's social, economic and technological development. Through the addition of this campus to our global network, Monash is cementing its position as a truly global university focused on making a positive global impact. Indonesia is a key partner for Australia and the University, and we're committed to building our existing, and forging new, lasting relationships.

Monash Indonesia will build and strengthen existing ties between Australia and Indonesia, and offer staff, students, alumni and partners collaborative opportunities with a world top 100 university operating across five countries in the Asia Pacific region. We will pave new pathways for students who desire a global education and be awarded at the conclusion of their studies with a world-class Monash University degree.

POSITION PURPOSE

A Professor is expected to exercise a special responsibility in providing leadership and in fostering excellence in research, teaching, professional activities and policy development in the academic discipline within Monash Indonesia and within the community, both scholarly and general.

The Professor Marketing and Digital Communication will work towards advancing and achieving Monash Indonesia's strategic research priorities through a program of research focused on this cognate area. Consideration for an appointment in this position requires a track record of high quality, ground-breaking scholarly activities, undertaken individually and collaboratively.

Monash Indonesia seeks a world-class appointment, capable of driving cutting-edge, grant-based research focused on local and global Marketing and Digital Communication.

Reporting Line: The position reports to Pro Vice-Chancellor (Indonesia)

Supervisory Responsibilities: This position provides direct supervision to academic staff in the area of Marketing and Digital Communication

Financial Delegation: Yes, in accordance with the University delegations schedule

Budgetary Responsibilities: Yes, in line with Key Responsibilities

KEY RESPONSIBILITIES

Specific duties required of a Professor may include:

1. Working with the Pro Vice-Chancellor (Indonesia), develop and lead strategy a strategic approach to grow research income streams, industry associations and interdisciplinary initiatives to support the translation of research outcomes for economic, social, and environmental impact
2. Promote engagement and culture within Monash Indonesia, including actively working with colleagues on initiatives that link the academy to industry and grow the University's reputation of outstanding teaching and research
3. Develop and drive opportunities to build capability and capacity for Marketing and Digital Communication research within Monash Indonesia, including promoting research engagement opportunities to staff and actively fostering relationships with industry
4. Actively engage in Marketing and Digital Communication research, by maintaining a substantial active publications record (high-quality refereed journals) and supervising and mentoring early career researchers and research students
5. Foster research excellence through procuring competitive research grants, leading significant research projects and working with other staff to develop research links
6. Provide strong and committed leadership in teaching, curriculum development and research training by participating in Monash Indonesia's curriculum planning and development processes, academic committees, and relevant examination processes in addition to monitoring the quality of individual teaching in the relevant discipline
7. Provide innovative and effective leadership for the expansion of the HDR program by attracting high quality HDR students
8. Contribute to academic and administrative leadership within Monash Indonesia by participating in the development of policy and strategy

9. Maintain and broaden collaborative internal and external partnerships, both nationally and internationally, making a significant contribution to the profession
10. Other duties as directed from time to time

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
 - A doctoral qualification, or equivalent accreditation and standing, and recognised as a leading authority in the relevant discipline

Knowledge and Skills

2. Evidence of outstanding scholarly activity of an international standard in Marketing and Digital Communication and a demonstrated ongoing commitment to one or more programs of research
3. Demonstrated ability to generate research income, including from both traditional and more innovative sources of research funding
4. Record of successful supervision of postgraduate research students and the ability to make a significant contribution to postgraduate training programs in Marketing and Digital Communication
5. Proven excellence in teaching at both undergraduate and postgraduate levels
6. Demonstrated skills and experience in managing and/or leading large projects or teams to achieve educational, research and quality improvement outcomes
7. Effective track record in the ability to foster a collaborative and engaging research culture, promoting research collaboration and opportunities for engagement across the wider University and international research community
8. Proven professional leadership qualities and capacity for executive administrative responsibilities
9. Evidence of sustained relationships with industry, business, government and professional bodies coupled with vision for the future needs and development of Marketing and Digital Communication within Indonesia and internationally
10. Excellent relationship management and consulting skills including the ability to undertake consultative processes, engagement and network with senior leaders

OTHER JOB RELATED INFORMATION

- Willing to travel as required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.