



THE UNIVERSITY OF  
MELBOURNE

Appointment of

# Lecturer in Media and Communications (Teaching Specialist in Marketing Communications)

School of Culture and Communication, Faculty of Arts





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# The Faculty of Arts

**The Faculty of Arts at the University of Melbourne is widely recognised as Australia's leading centre for the study of the Humanities and Social Sciences**

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The Faculty of Arts at the University of Melbourne brings together leading scholars across 40 disciplines of study in the Humanities and Social Sciences. Our academic staff are of international standing and committed to excellence in teaching and research.

The Faculty is home to the University's first degree, the Bachelor of Arts, which is one of the most sought-after degrees in Australia, consistently attracting outstanding students from around the country and internationally. Our teaching programs encourage critical inquiry, creativity, global perspectives and the questioning of ideas. In 2016, the Faculty opened Arts West – an award-winning building in the heart of the historic campus and a new home for the Bachelor of Arts. Arts West supports active and informal learning through object-based learning laboratories and purpose-built teaching spaces which has transformed teaching and learning in the Humanities and Social Sciences, setting a new benchmark in the Asia region.

Our Graduate School of Humanities and Social Sciences offers 19 professionally oriented Masters programs, including Arts and Cultural Management, Applied Linguistics, Global Media Communication, International Relations and Public Policy and

Management. The Graduate School also houses our outstanding PhD program.

Over its 150-year history, the Faculty has produced leaders in a wide range of fields, including government, business, creative industries and media, community and not-for-profit organisations. The Faculty maintains strong strategic relationships with leading international universities through joint teaching collaborations, research projects and student exchange programs. Partnerships with government, not-for-profit and private organisations facilitate work integrated learning opportunities for our students and research collaboration with our researchers. The Faculty has an active and vibrant outreach program, promoting lifelong learning in the Humanities and Social Sciences.

Our community includes over 450 academic and professional staff, 10,000 students across undergraduate, graduate coursework and research higher degree programs, and a strong and active alumni population of over 70,000 worldwide.

The Faculty actively seeks to welcome and value the unique contributions of people from all backgrounds and is committed to diversity and inclusion practices **to achieve our vision**. Our Faculty has gender parity across all levels and supports its staff through initiatives such as the Faculty of Arts Conference Childcare Support Scheme, the Faculty's mentoring program and the Divisional Indigenous Development Plan (DIDP).

Alongside the Graduate School of Humanities and Social Sciences, the Faculty consists of five interdisciplinary Schools:

**[Asia Institute](#)** – the University's key centre for study in Asian languages and cultures, with programs including Arabic, Chinese, Indonesian and Japanese languages, alongside Asian, Islamic and Contemporary Chinese Studies.

**[School of Culture and Communication](#)** – with programs in Art History and Curatorship, Arts and Cultural Management, Indigenous Studies, Creative Writing, English and Theatre Studies, Media and Communications, Publishing and Communications, Journalism, and Screen and Cultural Studies.

### **School of Historical and Philosophical Studies** –

encompassing History, History and Philosophy of Science, Philosophy, Jewish and Hebrew Studies, Conservation and Classics and Archaeology.

### **School of Languages and Linguistics** – includes

French, German, Italian, Russian and Spanish languages, alongside European studies, Latin American studies and Linguistics, Applied Linguistics and English as a Second Language.

### **School of Social and Political Sciences** – with

programs in Anthropology and Development Studies, Criminology, Political Science, and Sociology and Social Policy.

## **FACULTY OF ARTS STRATEGY**

Under the leadership of Professor Russell Goulbourne, we have launched a **Faculty of Arts Strategy** focusing on:

- Transformative learning
- Research that makes a difference
- Partnerships that add value
- Support for all staff

### **Mission**

The Faculty of Arts is committed to benefiting the peoples, cultures and economies of Melbourne, Australia, the region and the world.

We do this across our distinctively broad range of Humanities and Social Sciences disciplines by creating, transforming and sharing knowledge that deepens and enriches understanding of what it means to be human and by developing graduates whose skills, values and empathy enable them to shape better, fairer and more sustainable societies.

### **Values and Behaviours**

We are committed to benefiting the peoples, cultures and economies of Melbourne, Australia, the Region and the World. We expect all our staff to commit to our values of:

- Rigour and integrity, generosity and humility, intellectual freedom and critical independence
- Diversity and inclusion, trust and mutual respect, social justice and civic responsibility
- Courage and creativity, openness and transparency, environmental sustainability.

### **Vision**

Building on our achievements to date, by 2025 the Faculty of Arts will be:

- the leading faculty of our kind in the Asia-Pacific region and one of the most compelling in the world, known above all for the difference we make locally, nationally, regionally and globally
- home to a dynamic, diverse and inclusive community of staff and students who are committed to achieving our full potential by working together and with our partners in a spirit of courageous generosity
- transformed by recognising and engaging the ways of knowing held by Aboriginal and Torres Strait Islander peoples, on whose land we work

# Acknowledgment of Country

The Faculty of Arts acknowledge the Elders, and descendants of the Wurundjeri people who have been and are the Custodians of these lands. We acknowledge that the land on which we meet was the place of age-old ceremonies, of celebration, initiation and renewal, and that the local Aboriginal peoples have had and continue to have a unique role in the life of these lands.

## Position Description & Selection Criteria

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<b>POSITION NO.</b>	0057972
<b>CLASSIFICATION</b>	Level B (Lecturer)
<b>SALARY</b>	\$110,236 - \$130,900 p.a.
<b>SUPERANNUATION</b>	17% super
<b>WORKING HOURS</b>	Full Time
<b>BASIS OF EMPLOYMENT</b>	Continuing

### Position Summary

The Lecturer in Media and Communications (Marketing and Communications) is a teaching specialist position, and the successful applicant will coordinate and teach in the graduate and undergraduate programs of the University's Media and Communications Program, with an emphasis on the Master of Marketing Communications. An ability to teach subjects related to marketing and strategic communications is essential.

The Media & Communications Program is ranked in the top 40 in its discipline globally (QS 2022) and features a thriving academic and student community across its undergraduate degree, two Masters coursework degrees, and PhD cohort.

Lecturers contribute to teaching and supervision at undergraduate, honours and postgraduate level, and undertake scholarly research on teaching and learning practices in their discipline. They conduct administration, leadership and service relating to their activities within their School, Faculty and beyond, and may be required to perform the academic

responsibilities of, and related administration for, the coordination of an award program of the University.

### Key Responsibilities

The successful applicant will possess well-established skills and demonstrate strong performance in the following areas:

#### TEACHING AND LEARNING

- Subject (module) coordination duties including the development of Learning Management System sites and subject guides, prepare and mark assessments and the selection and supervision of sessional tutors.
- Subject delivery in the required mode (e.g., online, on campus, blended)
- Curriculum design and innovation, including cross-disciplinary approaches
- Development of technology-based teaching, learning and assessment programs and resources
- Consult with students on their research work and projects

#### LEADERSHIP AND SERVICE

- Active engagement in service, leadership and coordination roles in the discipline, School and Faculty demonstrating respectful, inclusive behaviours at all times and building trust amongst colleagues
- Active participation in committees (discipline, School, Faculty, University)
- Leadership in development of national and international institutional partnerships and networks
- Compliance with University policy and procedural requirements
- Continuing professional development activities

#### SCHOLARSHIP ACTIVITY

- Active engagement in scholarly activity to support, enable, and disseminate teaching practice within discipline.

### Selection Criteria

#### ESSENTIAL

- A completed PhD in a relevant discipline
- A demonstrated specialisation and/or relevant professional experience in Marketing and Communications

- Demonstrated ability for excellence in teaching including the capacity for syllabus/curriculum design and subject (module) coordination
- Ability to conduct scholarly research on teaching and learning practices in Marketing and Communications
- Ability to supervise honours and postgraduate theses
- Capacity to attract teaching-related grants or consultancies
- Demonstrated professional and collegial behaviour of a very high standard (encompassing commitment to the Faculty's Values and Behaviours outlined on page 2).

## DESIRABLE

- Experience of teaching diverse student cohorts in a manner that reflects the global dimensions of the discipline
- Experience in community engagement with a capacity to build local and international networks and partnerships

## SPECIAL REQUIREMENTS

- Employment in this position is conditional upon completion of the University's "fit and proper" checks where required and receipt of a valid Working with Children Check prior to commencement.

## Equal Opportunity, Diversity & Inclusion

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the Diversity and Inclusion Strategy 2030 sets out the strategic aims to advance and embed the principles of diversity and inclusion across all activities at the University to create enduring and widespread cultural change.

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit. This commitment is set out in the University's Strategy and policies that address diversity and inclusion, equal employment

opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

## Occupational Health & Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published [here](#).

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.





# The University of Melbourne

Established in 1853, the University of Melbourne is a public-spirited institution with an outstanding reputation for excellence in research, learning and teaching, and engagement.

Ranked number 31 in the latest Times Higher Education World University Rankings\*, Melbourne competes on an international stage with the best institutions globally and has an international outlook and reach to match.

With a rich history stretching over 160 years, the University of Melbourne also occupies a special place in the heart of the city. Since its founding in 1853, the University has been a public-spirited institution committed to making distinctive contributions to intellectual, cultural, social and economic life in the region and beyond. These values underpin the University's entire academic mission and shape

operating practices, preparing engaged graduates and steering research that advances the world.

With a wide range of disciplines, the University of Melbourne currently educates over 50,000+ students from over 130 countries. The University comprises ten Academic Divisions providing learning that stimulates, challenges and fulfils the potential of excellent students from around the world, leading to personal development, meaningful careers and profound contributions to society.

The alumni network is significant and truly international, with representation from 160 countries. This international community includes former Prime Ministers, Governors General, and Nobel Laureates, and is a testament to the world-class education the University of Melbourne delivers.

\*Times Higher Education World University Rankings 2021

## THE MELBOURNE MODEL

Building on long-standing traditions of leadership and innovation in teaching and embracing international developments in curriculum design, the University introduced the Melbourne Model in 2008. The distinctive educational model offers degrees in three broad cycles. At Bachelor level, students select from one of six broad degrees (offering a total of 87 major fields of study) and a limited number of specialist offerings. These programs lay the intellectual foundations for future employment or further study. Most professional qualifications are subsequently offered at Masters level, where students can choose from a variety of professional or specialist graduate programs offering intensive graduate-level experiences that promote deep professional learning. At Doctoral level, students work alongside and are nurtured by international research leaders in a broad range of fields.

The Melbourne Model's curriculum combines academic breadth with disciplinary depth to strategically reposition the University in an increasingly globalised higher education framework. The University prepares its students to enter a world marked by rapid change where graduates must possess the applicable knowledge, and flexible and adaptable skills, to succeed.



# The University of Melbourne's Strategic Plan 2020 – 2030

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## Advancing Melbourne

The University's strategic direction is grounded in its purpose. While its expression may change, **our purpose is enduring: to benefit society through the transformative impact of education and research.** Together, the vision and purpose inform the focus and scale of our aspirations for the coming decade.

[Advancing Melbourne](#) reflects the University's commitment to its people, its place, and its partners. **Our aspiration for 2030 is to be known as a world-leading and globally connected Australian university, with our students at the heart of everything we do.**

- We will offer students a distinctive and outstanding education and experience, preparing them for success as leaders, change agents and global citizens.
- We will be recognised locally and globally for our leadership on matters of national and global importance, through outstanding research and scholarship and a commitment to collaboration.
- We will be empowered by our sense of place and connections with communities. We will take opportunities to advance both the University and the City of Melbourne in close collaboration and synergy.

- We will deliver this through building a brilliant, diverse and vibrant University community, with strong connections to those we serve.

The means for achieving these goals include the development of the University of Melbourne's academic and professional staff and the capabilities needed to support a modern, world class university. Those means require a commitment to ongoing financial sustainability and an ambitious infrastructure program which will reshape the campus and our contribution to the communities we engage with. This strategy, and the priorities proposed, is centred around five intersecting themes; place, community, education, discovery and global.





## People and Benefits

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The University is committed to providing an intellectually stimulating and personally rewarding workplace which attracts people who are the best in their professional, academic and teaching fields

Outstanding academic staff are at the heart of the University's teaching, research and engagement endeavours. The University is proud of its many staff that have been recognised through prestigious national and international awards and through membership of Australia's learned academics. Among the many scholars of international renown at the University is the winner of the Nobel Prize – Professor Peter Doherty (Physiology and Medicine) and many other public intellectuals and scientific leaders.

### The Benefits

The University offers staff more than just a job – it offers them an opportunity to be part of a dynamic world class organisation which provides its staff with exceptional benefits and support at every stage of their life and career.

- Working in a culturally inclusive environment
- Engaging in an active and vibrant campus life
- A focus on health and wellbeing
- Outstanding staff benefits in addition to competitive salary packages

Staff benefits on offer at the University include the opportunity to salary package everything from childcare and additional superannuation to subscriptions to the Melbourne Theatre Company. Benefits can be tailored to best suit individual needs

and circumstances, including generous relocation support.

The University also offers a family friendly environment for individuals that need increased flexibility, providing generous leave and working conditions. The University has been recognised as an employer of choice for women and is one of 40 organisations to participate in the Science in Australia Gender Equity (SAGE) pilot program of Athena SWAN in Australia.

## Living and Working in Melbourne

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### Geography

Melbourne is the capital city of Victoria and the second largest city in Australia. It is set around the shores of Port Phillip Bay and sits beside the Yarra River, around five kilometres from the bay.

Melbourne is home 4.5 million people and a metropolitan area of 9990.5 km<sup>2</sup>. The Economist Intelligence Unit has rated Melbourne one of the world's most liveable city for six consecutive years, based on its education, entertainment, health care, research and development, tourism and sport.

The City of Melbourne municipality, in which the University's main Parkville campus is based, covers 37.7 km<sup>2</sup> and has a population of more than 143 000 people. It includes the city centre and a number of attractive inner suburbs with thriving communities and businesses.

The City of Melbourne is home to residents from 180 countries who speak more than 233 languages and dialects and follow 116 religious faiths. The Wurundjeri, Boonwurrung, Taungurong, Dja Dja Wurrung and the Wathaurung people of the Kulin Nation are the Traditional Owners of the land now known by its European name of Melbourne.

The City of Melbourne is recognised as Australia's cultural capital with a number of world-class galleries and museums, internationally renowned food and wine regions, and an impressive year-round calendar of events catering for all tastes.

# Further Information

**General Information about the University of Melbourne is available at its website [www.unimelb.edu.au](http://www.unimelb.edu.au)**

## About the University of Melbourne

[about.unimelb.edu.au](http://about.unimelb.edu.au)

## The University of Melbourne's Strategic Plan 2020-2030: Advancing Melbourne

<https://about.unimelb.edu.au/strategy/advancing-melbourne>

## Annual Reports

<http://annualreport.about.unimelb.edu.au>

## Faculty of Arts

[arts.unimelb.edu.au](http://arts.unimelb.edu.au)

## Research

University of Melbourne research strategy and implementation

[research.unimelb.edu.au](http://research.unimelb.edu.au)

## Teaching

Teaching and Learning at the University of Melbourne  
[provost.unimelb.edu.au](http://provost.unimelb.edu.au)

## Careers

<https://about.unimelb.edu.au/careers>

# How to apply

Please submit your application via the University of Melbourne's Careers [page](#)

The Faculty of Arts is committed to equity, diversity and inclusion and strongly encourages people with diverse experiences to apply. This includes First Nations people, culturally and linguistically diverse people, Deaf and hard of hearing people, people with a disability, LGBTIQ+, and neurodiverse people. If you have any accessibility requirements for the application or interview, please contact us. We are dedicated to ensuring barrier free and inclusive practices to recruit the most talented candidates. A position description is available in alternate formats if required, including USB, Large Print and Plain English.

## ENQUIRIES

Contact for enquiries only, please do not send your application to this contact

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