

# Lecturer/Senior Lecturer in Marketing

Massey University

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<b>Deadline</b>	August 03, 2016
<b>Date Posted</b>	June 19, 2016
<b>Type</b>	Tenured, tenure track
<b>Salary</b>	Not specified

**Employment Type** Full-time

Albany

We seek an inspirational teacher/researcher who can add to New Zealand's top marketing programme; someone who wants to make a positive difference through teaching, research and professional engagement.

The School of Communication, Journalism and Marketing is seeking to appoint a Lecturer/Senior Lecturer in Marketing. Our School is growing and innovating, having recently led the development of the Bachelors of Retail and Business Management and Masters in Analytics (Business), and also recently led the Massey Business School (MBS) in securing external research funding and endowments. We pride ourselves on a positive culture that enables scholars to thrive in their teaching, research and professional service including engagement with industry. MBS, in which our programmes are housed, has a proud history, with New Zealand's longest running MBA, journalism, and entrepreneurship/small business programmes. In addition to being regionally across New Zealand by the utilisation of distance and online education, we have a presence and programmes over three campuses (Albany, Palmerston North and Wellington) and are accredited by

AACSB and AMBA, alongside several discipline-specific endorsements. The School is benchmarked by the AACSB as among the top five per cent of business schools globally.

This position will be based at Massey University's Auckland campus, at Albany. It is dubbed as the 'Innovation campus' because of its focus on transforming smart ideas into valued products, tools and services with social, environmental and economic benefits. With over 70 majors on offer, the Albany campus is a thriving research and learning hub. Auckland is continued to be rated high amongst the most liveable city in the world.

To be successful in appointment to this role, you will have a PhD in Marketing, and be familiar with research and practice in at least one of the following: consumer behaviour, branding, research methods, and digital technologies. You will also exhibit a record of, or a strong potential for, a programme of research in marketing that is innovative and has impact. You will need to be a committed and effective teacher, and it is desirable that you have an ability to teach distance students, as is the willingness to advise and help coordinate postgraduate offerings in Marketing on the Albany campus. Your experience and an inclination to engage with business and the marketing profession is a plus. Further enquiries about the role should be directed to Dr Sandy Bulmer, Associate Head of School via email:

[S.L.Bulmer@massey.ac.nz](mailto:S.L.Bulmer@massey.ac.nz)

Closing date: Sunday, 3 August 2016.

Reference number: A248-16S

For further information and to apply online, visit:

<http://www.massey.ac.nz/joinus/>

## How To Apply

You can apply for this position online at <http://massey-careers.massey.ac.nz/9380/lecturer-senior-lecturer-in-marketing>