

Lecturer/Senior Lecturer in Marketing Analytics

Massey University in New Zealand

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Deadline	April 25, 2019
Date Posted	March 12, 2019
Type	Tenured, tenure track
Salary	Not specified
Employment Type	Full-time

School of Communication, Journalism and Marketing Wellington

Massey Business School seeks a permanent (tenured) Lecturer/Senior Lecturer in Marketing/Marketing Analytics (i.e. equivalent to the Assistant/Associate Professor rank elsewhere), for its School of Communication, Journalism and Marketing. In this position, you will be based at the University's Wellington campus, located at the heart of Wellington city.

Get a glimpse of Wellington here - <https://www.youtube.com/c/WellingtonNZcom>

About us

Dubbed the creative capital, this campus is developing a new identity as part of a cross college initiative encouraging academics to take on a specialist multi-disciplinary applied approach to research and services under the 'think differently' initiative. Massey Business School has a proud history of excellence in research and

academic programs, teaching business studies since 1972. We are accredited by AACSB, AMBA (the Association of MBAs), and are a CFA® partner school. We are ranked by QS in the top 200 for Management and Business Studies, and Communication and Media Studies.

The School of Communication, Journalism and Marketing is also the only school in the Asia-Pacific region to have accreditation from the ACEJMC (Accrediting Council for Journalism and Mass Communication). We pride ourselves on a positive culture that enables scholars to thrive in their teaching, research and professional service, including engagement with industry.

About you

To be successful in appointment to this position, you must hold a PhD or nearing completion of a relevant PhD in Marketing, Econometrics or a highly related discipline and be familiar with research and practice in the fields of data science, big data, and analytics. Capability to teach in other fields of marketing such as, principles of marketing, marketing communications, and marketing research is highly desirable. You will also need to exhibit an established record of, or a strong potential for, a programme of research in Marketing that is innovative and has impact. You will also be a committed and effective teacher. Experience in and desire to engage with business and the professions is a plus.

For further information

Please contact Dr. Ravi Balasubramanian, Associate Head of School, School of Communication, Journalism and Marketing, Massey University, Wellington
Campus R.Balasubramanian@massey.ac.nz

Applications close: 25 April 2019

Reference number: MBS_SCJM_106_02/19

For further information and to apply online, visit:

<http://masseyunicareers.nga.net.nz>

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How To Apply

You can apply for this position online at <https://masseyunicareers.nga.net.nz/?jati=651ACB41-A477-D250-92EB-AD167D277B64>.