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## Lecturer/Senior Lecturer in Marketing Analytics

- [[Departments]]
- [[REQ: SLT Area (College)]]
- Wellington

MBS\_SCJM\_033\_03/18

School of Communication, Journalism and Marketing

Massey Business School

To view the academic salary scales, click on [this link \(http://www.massey.ac.nz/?a801e5123s\)](http://www.massey.ac.nz/?a801e5123s)

### Position Overview

Massey Business School seeks a permanent (tenured) Lecturer/Senior Lecturer in 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 the city. 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 & 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.

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 Analytics 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 Professor Leo Paas, Head of Analytics for the Massey Business School, via email: [l.j.paas@massey.ac.nz](mailto:l.j.paas@massey.ac.nz)

To view/download the job description, please click on the file below

[Lecturer/Senior Lecturer in Marketing Analytics \(/publicfiles/masseyunicareers/jobs/340C378C-B4DF-667C-272C-A4000D784A35/JD\\_Analytics\\_\(1\).pdf\)](/publicfiles/masseyunicareers/jobs/340C378C-B4DF-667C-272C-A4000D784A35/JD_Analytics_(1).pdf)

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