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Lecturer/Senior Lecturer Digital Marketing

MBS_SCJM_216_05/19
School of Communication, Journalism and Marketing
Massey Business School
Term length: permanent
Hours of work: full-time

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 Digital Marketing / Marketing** for its School of Communication, Journalism and Marketing. In this position, you will be based at Massey University's Auckland campus, located on the North Shore of the city. Dubbed the 'Innovation Campus', our Auckland Campus is developing a strong identity encouraging academics to take on a specialist multi-disciplinary applied approach to research, services and industry engagement.

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.

Applicants must hold a PhD or be nearing completion of a relevant PhD in Marketing. We are especially interested in candidates with teaching and research interests in Digital Transformation and the Consumer Experience. Such as **i)** the use of digital and social media by consumers and marketers **(ii)** the application of digital technologies to understand consumer behaviour (e.g. biometrics, web-metrics, neuroscience, eye tracking, virtual reality) or **(iii)** the study of how markets will change due to the spread of digital innovations. For example, blockchain, additive manufacturing, VR, artificial intelligence, autonomous vehicles, drone logistics, internet of things, smart homes, nanotech). Related interests in marketing strategy and consumer behaviour will also be valued.

The successful candidate will need to exhibit an established record of, or a substantial potential for, a programme of research in Marketing that is innovative and impactful. A strong commitment to effective teaching is also required. Experience in and desire to engage with business and the professions is a plus.

For further information, please contact Dr. Nitha Palakshappa, Associate Head of School, School of Communication, Journalism and Marketing, Massey University, Auckland Campus: n.n.palakshappa@massey.ac.nz

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

[Lecturer/Senior Lecturer Digital Marketing \(/publicfiles/masseyunicareers/jobs/66555670-997E-A0BA-7133-AD42BA2B1F3C/216_05_19.pdf\)](/publicfiles/masseyunicareers/jobs/66555670-997E-A0BA-7133-AD42BA2B1F3C/216_05_19.pdf)

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