

Position description

Lecturer (Marketing)

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| Department/Unit | Department of Marketing |
| Faculty/Division | Faculty of Business and Economics Monash Business School |
| Classification | Level B |
| Work location | Caulfield campus |
| Date document created or updated | September 2016 |

Organisational context

Monash is a university of transformation, progress and optimism. Our people are critical to our success, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University, please visit www.monash.edu

The **Monash Business School** undertakes education, research, consultancy and community engagements across all the main business and economics disciplines. It offers a comprehensive selection of awards including bachelor degrees, specialist master degrees by coursework, the Master of Business Administration (MBA), masters by research, and the PhD. Student numbers exceed 14,000, making it one of the largest business education providers in Australia.

The Monash Business School operates across all four Australian campuses (Berwick, Caulfield, Clayton and Peninsula) and, together with business schools in South Africa and Malaysia, makes up Monash University's Faculty of Business and Economics.

The Monash Business School is structured into seven discipline-based departments (Accounting, Banking and Finance, Business Law and Taxation, Econometrics and Business Statistics, Economics, Management, and Marketing) as well as a number of research centres, units and groups in specialist areas such as behavioural economics, development economics, employment and work, and retail studies.

To learn more about the Monash Business School, please visit our website: www.buseco.monash.edu.au

The **Department of Marketing** is one of the largest providers of tertiary level marketing education in Australia. From a teaching perspective, we offer undergraduate and postgraduate programs in a range of marketing disciplines across all campuses and using various teaching modes. The Department also has a strong research profile and a vibrant research culture. We are a leader in marketing education and research in the southern hemisphere and are committed to maintaining this pre-eminent position in a rapidly changing educational environment by continuing to deliver teaching and research at the cutting edge of marketing technology and practice. For more information about our Department and the work we do, please visit our website: www.business.monash.edu/mkt

Position purpose

A Level B academic is expected to make significant contributions to the teaching effort of a department, school, faculty or other organisational unit or an interdisciplinary area. An academic at this level is expected to carry out activities to maintain and develop her/his scholarly, research and/or professional activities relevant to the profession or discipline.

Reporting Line: The position reports to the Head of Department for education and research program responsibilities and outcomes, through the relevant performance manager

Supervisory responsibilities: Not applicable

Financial delegation and/or budget responsibilities: Not applicable

Key responsibilities

Specific duties required of a Level B academic may include:

1. The preparation and conduct of tutorials, practical classes, demonstrations, workshops, student field excursions, clinical sessions and studio sessions
2. Development of course material with appropriate advice from and support of more senior staff
3. The initiation and development of subject material
4. Supervision of major honours or postgraduate research projects
5. Supervision of the program of study of honours students and of postgraduate students engaged in course work
6. The conduct of research
7. Consultation with students
8. Broad administrative functions; the majority of which are connected with the subjects in which the academic teaches, such as marking and assessment
9. Attendance at departmental, school and/or faculty meetings and a major role in planning or committee work
10. Embrace and support the faculty's commitment to national and international accreditation (i.e. TEQSA, EQUIS, AACSB and AMBA)
11. Recognise and uphold the faculty's commitment to the principles and values promoted through PRME and GRLI in all activities

Key selection criteria

Essential criteria

1. A Level B academic shall have a PhD, or near complete PhD in Marketing, or closely related discipline
2. Possess a high level of interpersonal skills and demonstrated ability to work independently and as part of a team across both the education and service sectors
3. Ability to work positively and cooperatively with students, internal and external teams and agencies
4. Demonstrated strong record of teaching experience in a tertiary environment
5. Demonstrated ability to stimulate, actively engage and educate a given audience
6. Proven ability, commitment and passion for engaging in scholarly and research activities, in particular regarding the study of consumer behaviour, digital marketing or marketing strategy
7. A demonstrated capacity to work in a collegiate manner with other staff in the workplace
8. Demonstrated design, analysis and manuscript preparation skills; including a solid track record of refereed research publications in marketing related journals

Other job related information

- Travel (e.g. to other campuses of the University) may be required
- There may be peak periods of work during which the taking of leave may be restricted

Legal compliance

Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.