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Lecturer/Senior Lecturer in Marketing

Job ID: 20989
Campus: Auckland City
Full/Part Time: Full-Time
Permanent/Fixed Term: Permanent

About Us

The University of Auckland has a student population of 40,000 students and is a founding member of Universitas 21 (a network of major international research universities). The University of Auckland is New Zealand's world-ranked university. It is located in the heart of Auckland, New Zealand's largest city and dominant commercial centre. Auckland is a cosmopolitan city of over 1.5 Million people with ready access to many recreational pursuits. International travel is easy and convenient with direct international flights to North and South America, Asia and Australia. Europe can be reached directly or with one stopover either in Asia or the USA. On every index, Auckland ranks as one of the most attractive cities in the world to live with a very pleasant climate and environment.

The University of Auckland Business School is one of the largest and most successful in the Australasian region and is the leading business school in New Zealand. It has set its sights on being one of Asia-Pacific's foremost business schools, known for its excellence and innovation in teaching and research. It has a strong commitment to high-quality teaching and research, and has well developed networks in New Zealand's business community and in international research networks. The School is accredited by AACSB International, EQUIS, and AMBA.

The Department of Marketing, one of eight departments within the School of Business and Economics, is ranked highly amongst other marketing departments in New Zealand. The teaching program is strong and innovative and the quality of teaching, as judged by student evaluations and by peer review, is very high indeed. It has an excellent publication record and the researchers are publishing their work in the very best journals in their field. The department has three strategic research themes: 1) customer experience, 2) value creation, and 3) well-being. The Department offers a full suite of degree programmes including the foundation undergraduate (UG) course BUSINESS 101/2, an undergraduate marketing major, and Honours, Masters and PhD programmes at the postgraduate level (PG). The Department is also a contributor to the Master of BioScience Enterprise and the Innovation and Entrepreneurship programmes. The Department is growing at a healthy rate and has more than 500 full-time equivalent students and 20 full-time equivalent academic staff including three Professors and three Associate Professors.

The opportunity

The Department of Marketing invites applications for two Lecturer/Senior Lecturer positions (equivalent to North American Assistant Professor/Associate Professor). We particularly welcome applications from those with experience in Digital Marketing, Social Media, Technology (e.g. AI, chat bots, gaming, smartphones, mobile tech, wearables, bio sensors), Digital Analytics or Business/Marketing Analytics.

Who are we looking for?

We are particularly seeking individuals with:

- Experience in Digital Marketing, Social Media, Technology (e.g. AI, chat bots, gaming, smartphones, mobile tech, wearables, bio sensors), Digital Analytics or Business/Marketing Analytics.
- A background in flipped classroom, Team Based Learning (TBL) and/or online teaching methods and course design.
- Experience working with Teaching and Learning designers is desirable.
- A PhD (obtained or near completion) in Marketing and those who are research active and who have a record of excellent teaching evaluations.
- Practical experience would be an added advantage.

Why us?

We are a highly collegial, growing Department, and you can look forward to joining a mutually supportive

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environment that emphasises and celebrates success.

The University is committed to providing an excellent working environment through flexible employment practices and a culture that supports staff to reach their full potential. We offer a competitive salary, five weeks' annual leave, and over 300 different career development courses. In addition, the University offers a company superannuation scheme, discounted car parking, childcare, and a number of other subsidies on internal and external services.

For more information please visit [Staff Benefits](#).

How to apply

All applications need to be submitted online by the closing date of **Sunday, 20 October 2019 (New Zealand time)** to be considered. Please include a cover letter, curriculum vitae as one document, as well as statement of your teaching philosophy, teaching portfolio and evaluations, statement of your research programme describing future research plans, and nominate three referees.

Further queries about the position should be directed to the Head of the Department of Marketing, Dr Bodo Lang (b.lang@auckland.ac.nz) or +64 9 923 7162.

The University is committed to meeting its obligations under the Treaty of Waitangi and achieving equity outcomes for staff and students in a safe, inclusive and equitable environment. For further information on services for Māori, Pacific, women, LGBTQITakatāpui+, people with disabilities, parenting support, flexible work and other equity issues go to www.equity.auckland.ac.nz

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