

Lecturer/Senior Lecturer in Marketing (Assistant/Advanced Assistant Professor)

Job ID:

17301

Campus:

Auckland City Campus

Full/Part Time:

Full-Time

Permanent/Fixed

Permanent

Term:

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, AMBA, the New Zealand Institute of Chartered Accountants, and CPA Australia.

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. It has a strong research culture and an excellent publication record, and researchers are publishing their work in the best journals in their field. 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. This is an exciting opportunity to join the Department of Marketing within New Zealand's leading research-led Business School.

The Department offers a full suite of degree programmes including an undergraduate major and Honours, Masters and PhD programmes, at the graduate level, and has a particularly vibrant PhD programme. The Department is also a significant contributor to the Master of BioScience Enterprise and the Innovation and Entrepreneurship programmes. Successful candidates must demonstrate an ability to teach well. The Department has more than 500 full-time equivalent students and 18 full-time equivalent academic staff including two professors and two associate professors.

The Department of Marketing research currently spans the areas of marketing strategy, consumer behaviour, marketing communications, service marketing, customer experience management, and marketing research, with faculty also researching in the areas of innovation and entrepreneurship, sustainability, social marketing, digital technologies, branding and value creation. (For more information about our research please visit: <http://www.business.auckland.ac.nz/en/about/od-our-departments/od-marketing.html>). The Department also runs a lively monthly seminar series.

Successful candidates should have a PhD (obtained or near completion) in Marketing and be

research active. The ideal candidate will be expected to teach undergraduate and post-graduate courses, and to supervise research students. She/He must demonstrate a willingness to engage with colleagues (both in and outside the university), and with industry, and to compete for external research grants. The Department of Marketing seeks applications in all fields of marketing but also welcomes applications in internationalization, innovation and entrepreneurship, business to business, and technology.

Candidates should submit a cover letter, curriculum vitae, statement of your teaching philosophy, teaching portfolio and evaluations, statement of your research programme describing future research plans, and three letters of reference. Further information about the position should be directed to the Head of the Department of Marketing, Professor Margo Buchanan-Oliver (m.buchanan-oliver@auckland.ac.nz) or (64 9) 3737599 x 86898.

Applications close: Sunday 12th July