

**From:** Katie Greenaway <[katie.greenaway@HAINESATTRACT.CO.NZ](mailto:katie.greenaway@HAINESATTRACT.CO.NZ)>  
**Subject:** Lecturer/ Senior Lecturer in Marketing - The University of Auckland  
**Date:** June 29, 2017 at 12:13:00 AM EDT

Message from ACR-L listserv

---

## Lecturer/ Senior Lecturer in Marketing

### Marketing

#### Faculty of Business and Economics

The University of Auckland invites applications for a Lecturer/Senior Lecturer in the Department of Marketing at New Zealand's leading research-led Business School. We seek applications in all fields of Marketing, but particularly welcome those with interests in Internationalization (especially Asia), Digital Technologies, and Marketing Strategy.

#### Who are we looking for?

- 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
- You must demonstrate a willingness to engage with colleagues (both within and outside the University), and industry, and to compete for external research grants

#### About us

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.

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, Services 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.

#### Why us?

We are a strongly collegial Department, and you can look forward to joining a mutually supportive environment that emphasises and celebrates the success of its members.

New Zealand's world-ranked university, the University of Auckland is a founding member of Universitas 21 (a network of major international research universities), and has a student population of 40,000. We are located in the heart of Auckland, New Zealand's largest city and dominant commercial centre. Auckland is a cosmopolitan city of over one million people with ready access to many recreational pursuits and convenient international travel connections. On every index, Auckland ranks as one of the most attractive cities in the world in which to live, with a very pleasant climate and environment.

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.

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. With a strong commitment to high quality teaching and research, the Business School 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.

Candidates should submit a cover letter, a curriculum vitae, a statement of your teaching philosophy, a teaching portfolio and evaluations, a statement of your research programme describing future research plans, and nominate three referees.

Further queries about the position should be directed to the Deputy Head of the Department of Marketing, Dr Bodo Lang ([b.lang@auckland.ac.nz](mailto:b.lang@auckland.ac.nz)) or (64 9) 3737599 x 87162.

Please note: all applications must be submitted online to be considered. Applications sent via email will thus not be recognised.

If you are experiencing difficulties trying to submit your application online, please contact the University's Staff Service Centre on 09 923 6000 (Monday - Friday, 7.30am - 6pm), or by email at [staffservice@auckland.ac.nz](mailto:staffservice@auckland.ac.nz), for support.

**Applications close on Monday, 31 July 2017.**

**For further information go to [www.auckland.ac.nz/opportunities](http://www.auckland.ac.nz/opportunities)**  
**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 Maori, Pacific, women, LGBTI, equity groups, parenting support and flexible work go to [www.equity.auckland.ac.nz](http://www.equity.auckland.ac.nz)**