



Position Description – Lecturer, Marketing

Position Details

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| Position Title: | Lecturer, Marketing |
| College/Portfolio: | College of Business and Law |
| School/Group: | School of Economics, Finance and Marketing |
| Campus Location: | Based at the City campus but may be required to work and/or be based at other campuses of the University. |
| Classification: | Academic Level B |
| Employment Type: | Continuing |
| Time Fraction: | 1.0 FTE |

RMIT University

RMIT is a multi-sector university of technology, design, and enterprise. The University's mission is to help shape the world through research, innovation, and engagement, and to create transformative experiences for students to prepare them for life and work. For more information on RMIT University follow the links below.

<https://www.rmit.edu.au/about>

<https://www.universitiesaustralia.edu.au/university/rmit-university/>

<https://www.rmit.edu.au/about/facts-figures>

Our three main campuses in Melbourne are located in the heart of the City, Brunswick and Bundoora. Other locations include Point Cook, Hamilton and Bendigo, two campuses in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain. RMIT is a truly global university.

<https://www.rmit.edu.au/about/our-locations-and-facilities>

We are also committed to redefining our relationship in working with, and supporting, Indigenous self-determination. Our goal is to achieve lasting transformation by maturing our values, culture, policy and structures in a way that embeds reconciliation in everything we do. We are changing our ways of knowing, working and being to support sustainable reconciliation and activate a relationship between Indigenous and non-Indigenous staff, students and community. Our three campuses in Melbourne (City, Brunswick and Bundoora campuses) are located on the unceded lands of the people of the Woi Wurrung and Boon Wurrung language groups of the eastern Kulin Nation.

<https://www.rmit.edu.au/about/our-strategy>

Why work at RMIT University

Our people make everything at the University possible. We encourage new approaches to work and learning, stimulating change to drive positive impact. Find out more about working at RMIT University, what we stand for and why we are an Employer of Choice.

<https://www.rmit.edu.au/careers>

We want to attract those who will make a difference. View RMIT's impressive standings in university rankings.

<https://www.rmit.edu.au/about/reputation-and-rankings>

College of Business and Law

RMIT's College of Business and Law takes an industry and student-centred approach to its courses and programs, ensuring graduates are work ready and able to tackle business challenges, balance stakeholder needs, act as socially responsible global citizens and create fair and positive futures for all.

The College delivers impactful research informed by industry, which supports its position as a global leader at the intersection of business and technology with social impact. This important work is underpinned by the principles of quality, collaboration, big ideas and putting people first. The College is increasingly focused on being a leader in the use of technology in business practice.

As one of the largest Business Schools in the Asia Pacific region, the College is comprised of five schools – four in Melbourne and one in Vietnam – and delivers a broad range of programs in Business and Law, ranging from Degree to PhD levels.

The College's Business and Law programs are delivered in Melbourne as well as through RMIT Online, with its Business programs also available in Vietnam and through partner institutions in Singapore and Shanghai. The College employs over 1000 staff and delivers programs to over 26,000 students.

The College's central operations are located at RMIT University's City Campus in Melbourne and reside in the Swanston Academic and Emily McPherson buildings.

Click [here](#) for further details about the College.

School of Economics, Finance and Marketing

The School of Economics, Finance and Marketing (EFM) has strong research and teaching interests with over 5,000 full time equivalent undergraduate and postgraduate students. EFM has more than 80 full-time experienced and highly qualified academic staff who are complemented by a cohort of offshore staff and part-time specialists ensuring the relevance of its academic programs. The three disciplines, economics, finance, and marketing operate as departments within the School, but regularly collaborate on training and research activities.

As a School, EFM balances teaching, research, and engagement with industry. The focus is on being practical, relevant, and innovative in the work undertaken. Graduates, employers, industry, and academy peers acknowledge the work as amongst the best in the marketplace, with disciplines being highly ranked and programs featuring strong student demand.

The Marketing Department in EFM is a leader within RMIT and across the discipline internationally, with staff regularly winning both teaching and research awards, leading research centres and contributing to public discourse on key issues. The current round of recruitment will bring marketing staff numbers close to 30 academics, which is needed to meet sustained growth in student numbers and continue the development of innovative new Marketing courses and programs.

The Marketing Department teaches undergraduate and postgraduate programs in Australia, Singapore and online using various teaching modes and features a strong community of practice around learning and teaching to support staff. The Marketing Department also has a strong research profile and an active research culture, with current staff publishing in elite journals including the *Journal of Marketing*, *Journal of Consumer Research*, *International Journal of Research in Marketing*, *Industrial Marketing Management*, *European Journal of Marketing*, *Journal of Business Research*, and holding ARC grants. With a research focus on industry-relevant transformative consumer and brand research, enabled by

technology and across digital contexts, we are seeking innovative marketing academics whose research lies at the intersection of marketing theory and technology.

The School and College provide strong support for those looking to build their teaching and research capabilities with regular professional development training, internal grant schemes for both teaching and research, funding for domestic and international conferences, formal and informal mentoring programs, and specialised programs of support for activities like ARC grant preparation or international education accreditation.

Click [here](#) for further details about the School.

Position Summary

The Lecturer is expected to contribute to the teaching and research efforts of the School, in disciplines related to their field of expertise. More specifically, the Lecturer is responsible for carrying out teaching activities within undergraduate, Masters and Graduate Diploma programs and for maintaining and advancing their scholarly, research and/or professional capabilities. The Lecturer is also expected to actively promote the program by establishing and maintaining memberships, links and partnerships with academic, industry and professional communities. The Lecturer is expected to work collaboratively and collegially with fellow academics within the teaching team, and update colleagues and students on developments in their subject area or specialisation. The Lecturer may be responsible for course coordination.

Reporting Line

Reports to: Head of Department, Marketing

In relation to any course coordination, the Lecturer is responsible to the relevant Program Manager.

Organisational Accountabilities

RMIT University is committed to the health, safety, and wellbeing of its staff. RMIT and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy, and trade practice. RMIT also expects staff to comply with its policy and procedures, which relate to statutory requirements and our ways of working.

RMIT is committed to providing a safe environment for children and young people in our community. Read about our commitment and child safe practices. <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff is up to date.

Key Accountabilities

1. Undertake independent teaching at undergraduate, honours and postgraduate level including: designing, conducting and moderating assessment; implementing improvements informed by course evaluation activities and student feedback.
2. Undertake independent professional activities, scholarship and/or conduct high quality research activities appropriate to the profession or discipline including: managing individual projects within timelines and budgets and ensuring compliance with quality and reporting requirements; publishing research results in high quality outlets as lead or co-author; preparing and submitting external research funding applications; and supervising higher degree by research candidates.
3. Undertake administration duties, which may include course coordination role or management of a small award program.

Key Selection Criteria

1. Demonstrated ability to prepare and deliver programs at undergraduate and post-graduate levels, including online delivery, and the ability to produce high quality curriculum or program materials.
2. Ability to undertake course coordination role.
3. Demonstrated capacity to work effectively with and to negotiate sensitively with students especially on issues related to effective learning.
4. Emerging track record and recognition for quality research outputs which will contribute to existing Discipline and School research areas evidenced by publications, development of new research initiatives, competitive research funding, and industry links.
5. Demonstrated ability to supervise higher degree by research candidates.
6. Ability to build effective networks with colleagues and generate alternative funding projects through effective liaison with industry and government.
7. Excellent interpersonal and communications skills appropriate for interacting with higher degree by research candidates, staff and industry, together with a strong commitment to teamwork and multidisciplinary collaboration.

Qualifications

Mandatory: PhD or equivalent¹ in relevant field (those near completion will be considered).

Note: Appointment to this position is subject to passing a Working with Children Check and other checks as required by the specific role. Maintaining a valid Working With Children Check is a condition of employment at RMIT.

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| Endorsed: | Signature: | Approved: | Signature: |
| | Name: | | Name: |
| | Title: | | Title: |
| | Date: | | Date: |

¹ Equivalence is defined in the exemption criteria at **Appointment of staff without Doctoral qualifications** instruction