

# Lecturer / Senior Lecturer in Marketing

Company:

**University of Auckland**

Location:

**New Zealand / Auckland**

Discipline:

Employment Type:

**Permanent Full-time**

Posted:

**02/09/2024**

Contact Person:

**If you wish to apply for this position, please specify that you saw it on AKADEUS.**

## Lecturer/Senior Lecturer - Marketing

**Auckland, New Zealand**

- **Full-time**
- **Contract Type: Permanent**
- **Campus: Auckland City Campus**
- **Position Number: 55573508**
- **UoA Department Name: Marketing**

### Company Description

#### **Waipapa Taumata Rau | The University of Auckland**

The University of Auckland is New Zealand's leading university, with a turnover of \$1.3bn, including research revenue of over \$300m generated across eight diverse faculties and two research institutes. We employ more than 5400 academic and professional staff to support over 45,000 students, making us one of NZ's largest employers.

#### **The Faculty of Business & Economics**

Housed in the state of the art architecturally designed Sir Owen G Glenn Building, our top-ranked, triple-crown accredited University of Auckland Business School is seeking to recruit established and early career academics to join its world class faculty. It is the largest business school in New Zealand and has an international reputation for academic excellence. The Business School comprises seven academic departments with a strong reputation across the Asia-Pacific region and beyond. We support exceptional, internationally recognised faculty who are characterised by their

desire to make a difference to business in New Zealand, the global economy and society more generally. The University has recently set a new strategic plan, [Taumata Teitei](#), which can be interpreted from te reo Māori as pursuing excellence, despite uncertainty. It recognises the exciting challenges posed by the concerns of our age. Applications are encouraged from scholars who are committed to making an impact through research and teaching and with interests in any area of relevance to business.

Our Business School strives to influence policy development, research and thought leadership in New Zealand business with particular focus on our four strategic research and education themes – innovation and value creation, succeeding in international markets, productivity and sustainable business and leadership and governance. We also have an ecosystem of well supported Research centres across the disciplines. Your desire to identify and promote opportunities for industry engagement will further enhance the reputation, relevance and influence of the Business School.

All academics within the Business School will be based in disciplinary areas that form part of larger academic departments, you will have responsibility for delivering high quality, relevant and impactful learning experiences that maximise employment outcomes for graduates. Your understanding of academic and business environments and engagement in co-curricular activities relating to business, will help deliver wider economic benefits. The disciplinary areas are intended to provide a supportive and collegial environment for all researchers and in particular to ensure focused mentoring for early career researchers.

The School enjoys excellent international links and leading scholars from top overseas universities often visit the Business School and teach courses in our undergraduate and post graduate programmes.

## **The Marketing Department**

The Department of Marketing, one of seven departments within the Faculty of Business and Economics, is the top ranked Marketing Department in New Zealand. The teaching programme is strong and innovative and the quality of teaching, as judged by student evaluations and by peer review, is very high. The academics in the Department of Marketing have an excellent publication record and are publishing their work in the very best journals in their field. Their research is organised in two disciplinary areas: A) Marketing Science & Consumer Research and B) Strategic Marketing & Digital Technology. The Department offers a full suite of degree programmes, including contributing to undergraduate core courses, an undergraduate marketing major, and Honours, Masters, and PhD programmes. The Department also contributes to the Master of Business Administration, the Master of Business Analytics, and the Master of Business Management programmes of the Graduate School of Management.

## **Job Description**

### **Te Whiwhinga mahi | The opportunity**

The Department is looking for a new colleague at the Lecturer or Senior Lecturer level. We are particularly seeking candidates with a strong aptitude/flair for Marketing and Business Analytics as you will be involved in research, teaching, and service within these disciplinary areas.

Applicants who are Māori and Pasifika are particularly encouraged to apply.

This is a **fulltime** (40 hours per week), **permanent** opportunity.

The remuneration is:

- L1 \$94,981 - L5 \$107,301
- SL1 \$120,752 - SL5 \$138,721

For more information about the responsibilities of these permanent tenure track positions, please refer to the [Position Description](#).

### **He kōrero mōu | About you**

You are an energetic, can-do person with a PhD (or soon to be completed PhD) in Marketing. Our ideal candidate will also have the following skills and experience:

- Experience in successfully delivering undergraduate and postgraduate courses in Marketing and/or Business Analytics
- Potential (L) or proven (SL/AP) publication track record in top marketing journals
- Potential (L) or proven (SL) track record attracting funding from both internal and external reputable funding schemes
- Ability (L) or proven (SL) track record in designing curriculum (part or entire programme)
- Ability (L) or proven (SL) track record in successfully supervising graduate students' research in Marketing (PhDs and Masters)

### **Additional Information**

#### **Ngā āhuatanga kei a mātou | What we offer**

The University is committed to providing an excellent working environment through:

- Flexible employment practices (including working from home, flexible hours)
- Up to 6.75% company superannuation scheme
- A competitive salary with five weeks' annual leave

In addition, we also offer career development programmes, discounted car parking, a generous parental leave allowance, childcare and a number of other discounts on internal and external services.

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

#### **Me pēhea te tuku tono | How to apply**

Applications must be submitted online, by the closing date of **17 September 2024** to be considered. Please include your cover letter and/or CV highlighting how you can meet the skills and experiences detailed above and in the position description.

#### **Equity**

*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, LGBTQIATakatāpuiMVPFAFF+, people with disabilities, parenting support, flexible work and other personal circumstances go to [www.equity.auckland.ac.nz](http://www.equity.auckland.ac.nz)*

*The University is committed to providing a safe, inclusive, and equitable environment where everyone can thrive. For further information see Te Ara Tautika | the Equity Policy and visit [www.equity.auckland.ac.nz](http://www.equity.auckland.ac.nz)*

**[I'm interested](#)**

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