

# Professor / Associate Professor in Marketing

Company:

**Auckland University of Technology**

Location:

**New Zealand / Auckland**

Discipline:

Employment Type:

**Permanent Full-time**

Posted:

**21/02/2025**

Contact Person:

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

## Professor/Associate Professor, Marketing (AUT Business School)

- **Seeking innovative Marketing academics working at the nexus of marketing and technology**
- **Utilise your passion and expertise for cross-disciplinary teaching and research**
- **Permanent, full-time role based at AUT's City Campus in Auckland**

[Auckland University of Technology \(AUT\)](#) is one of the world's top 100 young universities, and a place where all students with talent and potential have the chance to succeed. We offer a stimulating teaching and research environment with strong connections to business, industry and community. AUT has more than 26,000 students and over 4,000 staff, based primarily at our three [Auckland](#) teaching campuses.

AUT's Marketing Department is part of our dynamic and forward-thinking [Business School](#). In line with AUT's positioning as a university of opportunity and New Zealand's only university of technology, we care about student success. We pride ourselves on the work-integrated learning opportunities offered to students, and our overall reputation for academic excellence and positive social impact. AUT's Business School holds two of the most prestigious global business school accreditations: EQUIS and AACSB, attesting to the quality of its programmes and processes. Embracing practice-led and research-informed

approaches to teaching, we optimise the student experience and boast a wide range of expertise, increasingly focusing on cross-disciplinary work.

To learn more about our **Marketing and International Business department**, please click

here: <https://www.aut.ac.nz/research/academic-departments/marketing-and-international-business>

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

We have an exciting permanent full-time opportunity for a motivated senior marketing academic operating at the nexus of marketing and technology (i.e. AI-driven marketing, digital marketing and/or data-driven marketing) to make significant impact as a **Professor or an Associate Professor in Marketing**. You will not only develop your own career in teaching, research and service, but also as a senior academic provide leadership to colleagues in terms of research and teaching.

We embrace practice-led and research-informed approaches to teaching for transformative student experiences which uplift communities. You will be expected to publish in top-tier journals in your specialised field/s and supervise undergraduate and postgraduate student research. We offer an excellent research environment with contestable research funds and external funding support. It is expected that the successful candidate will seek and attract external research funding, as well as contribute to School/Faculty activities whilst being open to academic leadership opportunities as they arise, especially in the areas related to technology and digital marketing when it comes to curriculum development and research.

You will have an open, engaging and collaborative attitude that is flexible to changing requirements. You will enhance the positive energy and collegiality within the School and your department, must embrace and value diversity and enjoy working inclusively with students and colleagues. Senior academics are also expected to provide mentorship to more junior colleagues in both research and teaching.

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

The appointee will secure a permanent, full-time academic appointment (37.5 hours per week) as a Professor or an Associate Professor. AUT offers generous leave allowances, excellent opportunities to engage with colleagues and with industry and various staff benefits including free membership to AUT gyms. You'll join an open and collaborative environment that supports continued growth and development, and enhanced teaching and research practice.

### **About you | He kōrero mōu**

Along with your full academic CV - please also submit a) a Cover Letter explaining why this particular role (and AUT) is of interest, how your experience aligns with the **key selection criteria** we're seeking below; and b) Evidence of high-quality teaching and satisfactory student evaluations.

## 1. Qualification:

- A PhD in Marketing, or a related field

## 2. Teaching and Learning:

- Significant undergraduate and postgraduate lecturing experience in Marketing (including course design, preparation and delivery of lectures, practical sessions, tutorials as well as subject coordination).
- Ability to contribute to the growth and review of an innovative curriculum and development of high-quality course content.
- Demonstrated ability to attract postgraduate students and a track record of supervising postgraduate students.

## 3. Research and Scholarship:

- Significant experience leading and driving research initiatives in Marketing, with a strong track record of publishing in top-tier journals in the field of Marketing (i.e. A or A\* in the ABDC journal ranking or ABS3 and above in the CABS ranking).
- Experience with successful external research grant applications.
- Proven experience establishing and nurturing collaborative relationships with peers in related fields, both within the University and across external academic institutions and industry.
- Appointments to editorial review boards of journals, editorship/guest editorship experience and/or conference track chairing.

## 4. Citizenship and Service:

- A proven record of academic leadership and service.
- Experience engaging with external community members, industries, government, or other stakeholders to disseminate research and create opportunities.
- Experience in engaging with media and translating their research to more general audiences.

## 5. Further Information:

- Please feel free to add additional comments to support your application.

You will also have an open, engaging and collaborative attitude that is flexible to changing requirements. You will enhance the positive energy and collegiality within the School and your department, must embrace and value diversity and enjoy working inclusively with students and colleagues!

## Further Information:

- **Start Date:** Mid-Late 2025 (to be agreed with the appointee).
- **Term:** The successful candidate will secure a permanent, full-time academic appointment.

- **Salary range:** Professor NZD \$162,608 - \$209,052; Associate Professor NZD \$148,548 - \$171,983 (appointment level and salary commensurate with skills and experience of the successful candidate).
- **For academic enquiries:** Contact Associate Professor Matt Raskovic, Interim Head of Department: Marketing & International Business [matt.raskovic@aut.ac.nz](mailto:matt.raskovic@aut.ac.nz).
- **For recruitment enquiries:** Contact Mike Wood: AUT Executive Recruitment Partner - [mike.wood@aut.ac.nz](mailto:mike.wood@aut.ac.nz).

**Closing date for applications: Sunday 30 March at 11.55pm (NZST)**

**Reference: 91594**

*At AUT we strive to be a place where people love to work and learn. We are committed to te Tiriti, excellence and inclusivity and aspire to be the University of choice for Māori and Pacific communities. We welcome people of all ethnicities, genders, sexual orientations, religious and political beliefs, socio-economic situations and accessibility needs.*

**Please note that all applications must be submitted through the online application process, via: <https://careers.aut.ac.nz/?job=91594AKA>.**

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