

Associate Professor or Senior Lecturer in Marketing

Company:

Auckland University of Technology

Location:

New Zealand / Auckland

Discipline:

Employment Type:

Permanent Full-time

Posted:

01/09/2025

Contact Person:

Mike Wood

- **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 Department of Marketing and International Business is part of our dynamic and forward-thinking Business School with a strong research culture and external research grant successes (e.g., Health Research Council, Royal Society New Zealand, Horizon Europe, etc.), a thriving cohort of PhD students, a research master's and two professional master's programmes (incl. Master of Global Business) and delivering several courses for the MBA and Online MBA programmes. In line with AUT's positioning as a university of opportunity and New Zealand's only university of technology, we care about student success and getting our graduates industry ready with appropriate technological skills and a global mindset. We pride ourselves on the work-integrated learning opportunities offered to students, and our overall reputation for academic excellence and positive social impact globally. 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 and social impact.

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 to make significant impact as an **Associate Professor or Senior Lecturer in Marketing**.

Expertise in **AI-driven marketing, digital marketing and/or data-driven marketing** is highly desirable.

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 an Associate Professor or Senior Lecturer. 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 engaging with media and translating research to more general audiences.
- A champion for equity. Capability to support the school on its Te Aronui journey.

5. Further Information:

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

You must 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:** Early 2026 (to be agreed with the appointee).
- **Term:** The successful candidate will secure a permanent, full-time academic appointment.
- **Salary range: Associate Professor** NZD \$148,548 - \$171,983; **Senior Lecturer** NZD \$113,413 - \$148,295 (appointment level and salary commensurate with skills and experience of the successful candidate).
- **For academic enquiries:** Contact Professor Crystal Yap, Head of Department: Marketing & International Business - crystal.yap@aut.ac.nz.
- **For recruitment enquiries:** Contact Caroline Cranston: AUT Recruitment Consultant - caroline.cranston@aut.ac.nz.

Closing date for applications: Sunday 28 September at 11.55pm NZST

Reference: 93293

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.

Contact Person:

Mike Wood