



Position Description – Associate Professor, Marketing

Position Details

Position Title:	Associate Professor, 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 D
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.

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/facts-figures/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 strong position as a College at the intersection of business and technology with social impact. Its important work is underpinned by the principles of quality, collaboration, big ideas and putting people first.

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 Economic, Finance and Marketing

The School of Economics, Finance and Marketing has strong research and teaching interests with over 6,000 full time equivalent undergraduate and postgraduate students. The School has 80 full-time experienced and highly qualified academic staff who are complemented by a cohort of offshore staff and part-time specialised staff ensuring relevance of its academic programs.

As a school we aim to provide practical, relevant, and innovative economics, finance, marketing, blockchain enabled business and social impact programs; research; and industry training and consulting which graduates, employers, industry and university peers acknowledge as amongst the best available in the international marketplace.

The Marketing Department is a significant group within the School and College. The Department teaches undergraduate and postgraduate programs in Australia, Singapore and online using various teaching modes. The Department also has a strong research profile and an active research culture. Research strengths in the Department include CCT, social marketing, branding, digital marketing and marketing performance.

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

Position Summary

The Associate Professor in Marketing will provide leadership and foster excellence in teaching and research efforts of the School, within the University, and with the community, professional and commercial sectors. More specifically, the Associate Professor is responsible for providing original, innovative and distinguished contributions to the Department's programs and for maintaining and advancing their scholarly, research and/or professional capabilities relevant to the discipline at a national and international level. The Associate Professor will make a significant contribution in maintaining the learning and teaching excellence in the Department and the development of new courses and programs. The Associate Professor is expected to work collaboratively and collegially with fellow academics within teaching, program and research teams.

The Associate Professor will develop, engage in and lead high quality research projects that are aligned with the Department and University's research focus areas. This includes engagement with the relevant industry stakeholders, attracting competitive grants, publications in high impact journals and effective supervision of postgraduate research students and postdoctoral research staff. The Associate Professor will have an important research leadership role in embedding their research expertise into the life of the Department and School, and will be required to develop high-quality, productivity-driven networks across RMIT and with local, national and global, internal and external partners.

The Associate Professor will make a significant contribution to the planning and strategic direction of the Department and School, both as a mentor and in taking on academic leadership roles involving participation in various committees within the School, College and University and external to the University, as appropriate. The Associate Professor may be appointed as Deputy Head of School/Dean for a specific discipline or to provide strategic leadership for learning and teaching or research and scholarship.

Reporting Line

Reports to: Head of Department, Marketing

Direct reports: Nil

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. Lead advancement of teaching in the discipline including initiating program improvements, improving academic standards, leading assessment design, conduct and moderation, and deliver inclusive learning environments that cater for student diversity.
2. Lead research contribution in their discipline at national and international level including: developing highly successful research teams; leading publication effort of research team/s; identifying and attracting external research funding to sustain research growth within the College; supervising higher degree by research candidates.

3. Lead outstanding contribution to the teaching, research and/or scholarship activities of an organisational unit, including a large organisational unit, or interdisciplinary area.
4. Make an outstanding contribution to the governance and collegial life inside and outside of the University.
5. Lead School and College, and participate in University, strategy development and governance.

Key Selection Criteria

1. Demonstrated ability to develop and deliver high quality curriculum and program materials, direct an award program/s and implement program improvements and innovative approaches to student-centred learning and quality improvement programs.
2. Nationally recognised research track record including substantial record of research outputs in high quality outlets and emerging international recognition.
3. Extensive experience in research leadership with the ability to build and develop collaborative research teams, mentor academic staff to deliver high quality outcomes, attract and secure external research funding to sustain research effort, manage funded research projects including complex budgets and reporting requirements.
4. Extensive experience in supervising higher degree by research candidates to maximise research performance.
5. Demonstrated ability to lead scholarly development and manage and supervise academic teams and members.
6. Demonstrated understanding of and commitment to financial, governance and quality management systems within a University.
7. Excellent interpersonal, communication and negotiating skills including the ability to consult with senior executives, external bodies, produce executive reports, negotiate agreed directions, outcomes and targets within a collaborative environment.
8. Proven ability as an effective member of a management team that develops and achieves shared goals and objectives.
9. Demonstrated ability and willingness to teach online, in global locations, and in multi-cultural environments.

Qualifications

Mandatory: PhD in relevant field

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.

Preferred: Key areas of priority include research that aligns with the existing research strengths of Department, as well as our priority area of digital marketing and marketing technology. Teaching areas of priorities include, but are not limited to, digital marketing, marketing technologies, brand management, social marketing and impact.

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