



Position Description – Lecturer (Education Focused)

Position Details

Position Title: MarTech Lab Manager

College/Portfolio: CoBL **School/Group:** EFM

Campus Location: Primarily based at Melbourne campus, and the potential to work across other RMIT campuses as required.

Classification: Academic Level B

Time Fraction: 1.0

Employment Type: Fixed Term

Fixed Term Reason: Specific Task or Project

Reporting Line: Head of Department, Marketing

No. of Direct reports: None

RMIT University

RMIT is a global university of technology, design and enterprise, committed to creating transformative experiences for students and making a meaningful impact through research, innovation, and engagement. 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 campuses in Melbourne (City, Brunswick, Bundoora, and Point Cook) are complemented by international campuses in Vietnam and a centre in Barcelona, Spain. We proudly acknowledge the Woi Wurrung and Boon Wurrung peoples of the eastern Kulin Nation on whose unceded lands our campuses are located.

We are deeply committed to reconciliation and Indigenous self-determination, embedding these values throughout our policies, culture and structures.

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

Why Join RMIT?

Our people are at the heart of everything we do. At RMIT, we value innovation, collaboration and impact. Our values are the heart (durrung) of who we are and what we stand for at RMIT. They guide what we do, how we make decisions, and how we treat each other.



Inclusion Imagination Integrity Courage Passion Impact

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

Organisational Accountabilities

RMIT is committed to the safety, wellbeing and inclusion of all staff and students. As a staff member, you are expected to comply with all relevant legislation and RMIT policies, including those related to: Equal opportunity, Occupational health and safety, Privacy and trade practices & Child safety standards:

Appointees are responsible for completing all required training and ensuring that they and their team members remain up to date on relevant compliance obligations.

Staff are expected to understand and support RMIT's child safe practices as part of their professional responsibilities. More about our child safety commitment: <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Leadership at RMIT

At RMIT, leadership is not defined by position or hierarchy—it is a shared responsibility demonstrated by all staff, regardless of role or title. Leadership is grounded in our six core values, which guide and shape how we work together, make decisions, and create impact.

Effective leadership means consistently integrating these values into everyday actions and interactions, whether influencing a project outcome, supporting a colleague, or leading a team. All staff are expected to embody the principles of the *Be-Know-Do* Leadership Model:

Be – We are open and authentic, inclusive and empowering. We are purpose driven role models and communicators.

Know – We are self-aware, and understand our stakeholders, our sector and priorities.

Do – We set clear direction and expectations, we develop ourselves and others and promote mutual accountability to deliver results.

At every level, leadership at RMIT is about influence, contribution, and mindset. It is reflected in how we empower others, foster collaboration, and drive positive change through capability-building and alignment to strategic goals.

The College of Business and Law

As one of the largest Business Schools in the Asia Pacific region, the College of Business and Law is comprised of five schools – four in Melbourne and one in Vietnam - delivering a broad range of programs in Business, ranging from Certificates up to PHD levels. Many programs articulate between Vocational Education and Higher Education, creating pathways for further study. RMIT Business programs are delivered in Melbourne, Vietnam, Singapore, Shanghai and Jakarta, as well as through Open Universities Australia (OUA) and RMIT Online. The College has an annual budget of approximately \$280 million, employs over 1000 staff and delivers programs to approximately 30,000 students (20,000 EFTSL).

In line with RMIT's vision to be recognised as a global university of technology, design and enterprise, the College mission is to deliver in a global context innovative, industry-engaged education and applied research connected to business. The College assists in achieving the ambitions of RMIT's new five-year strategic plan Ready for Life and Work by making active contributions towards life-changing experiences for students, creating passion with purpose for its staff and shaping the world with impactful research and global reach.

In particular, the College has defined a number of initiatives which are summarised in three priority areas: enterprising, student experience and international mobility.

The College is located on RMIT University's City Campus and resides in the state of the art Swanston Academic and Emily McPherson buildings.

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For further details about the College, please visit:

<https://www.rmit.edu.au/about/our-education/academic-colleges/college-of-business>

Position Summary

The Lecturer (Education Focused) specialises in educational practice and scholarship and is expected to focus on delivering teaching and learning in disciplines related to Marketing Technology. More specifically, the Lecturer (Education Focused) is responsible for carrying out education activities within undergraduate, Masters and Graduate Diploma programs and for maintaining and advancing their scholarly, research and/or professional capabilities. The Lecturer (Education Focused) is also expected to actively promote the program by establishing and maintaining memberships, links and partnerships with academic, industry and professional communities.

The Lecturer (Education Focused) 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 program leadership/course coordination.

As an education focused academic, they will contribute to the education community.

This position is additionally responsible for the day-to-day operational management and support of the Marketing Technology Lab (MTL). The MTL is a new technology facility supporting teaching, research, and industry engagement within the Department of Marketing, providing students and industry guests hands-on training with emerging Marketing technologies, including both hardware and software.

The Lab Manager ensures the Lab operates effectively and safely, providing high-quality technical, administrative, and stakeholder support across teaching, research, and industry engagement. They provide a supportive environment for academic and student use of the Lab, enabling innovative teaching practices, facilitating research projects, and maintaining strong relationships with industry partners. This includes supporting the setup and maintenance of the Lab's technology stack, and software programs.

Key Accountabilities

1. Undertake independent teaching at undergraduate, honours and postgraduate level using innovative/create practice.
2. Work with Marketing Technology Lab Director and Course Coordinators to assist with designing learning, assessment and course resources utilising the Marketing Technology Lab.
2. Collaborates with program and learning and teaching support teams to develop course information and activities related to Marketing Technology.
3. Participates in professional development activities and engages in peer exchange and reflection through participating in and presenting at appropriate forums.
4. Undertakes independent scholarship and/or conducts high quality research activities appropriate to the profession or discipline, disseminating outcomes in high quality outlets as lead or co-author.
5. Supervising higher degree by research candidates, and provide mentorship to casual staff.
6. Manage the daily operations of the Marketing Technology Lab, including scheduling, bookings, equipment, software set-up, and monitoring compliance
7. Work with Lab Director, ITS, and external vendors to manage technical infrastructure, operational requirements, and digital systems for the Lab

8. Undertake administration duties, which may include course coordination role or management of a small award program.

Key Selection Criteria

1. Ability to design and deliver programs at undergraduate and post-graduate levels, including online delivery, and the ability to produce high quality curriculum or program materials.
2. Demonstrated knowledge of marketing technology platforms and tools (e.g., CRM, analytics, MarTech stacks, AI-enabled platforms) and/or evidence of willingness to develop skills in these platforms.
3. Passion and commitment for innovation of education and learning.
4. Evidence of ability to motivate, inspire, support and negotiate sensitively with, students from diverse backgrounds.
5. A record of demonstrable scholarly and professional outcomes in a relevant discipline area.
6. Ability to build effective networks with colleagues and generate alternative funding projects through effective liaison with industry and government.
7. Excellent planning and organisation skills.
8. High-level interpersonal and communications skills appropriate for interacting with students, staff and building professional links with industry, together with a strong commitment to teamwork and multidisciplinary collaboration.

Qualifications

Mandatory: PhD or equivalent in relevant field.

Preferred: Completion of the [Intro to Learning and Teaching Course \(Login required\)](#) or possess (or eligible to apply for) appropriate [HEA Fellowship \(login required\)](#).

Working with Children Check

Appointment to this position is subject to holding a valid Victorian 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.