



Position Description – Professor, Marketing

Position Details

Position Title:	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 E
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 Professor of Marketing is a senior academic and eminent researcher in the field of Marketing, contributing significantly to teaching and research outputs, building capability of staff and promoting strong academic performance. The Professor will provide high level research leadership developing and leading research project teams and programs and fostering a vibrant research culture. The 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 Professor will also teach and make a significant contribution to teaching and learning in the discipline with the aim of improving learning outcomes for students. More specifically, the Professor is responsible for providing original, innovative and distinguished contributions to the Department's innovative Marketing programs and for maintaining and advancing their scholarly, research and/or professional capabilities relevant to the discipline at a national and international level. The Professor will make a significant contribution in maintaining the learning and teaching excellence in the Department through research-led teaching and the development of new courses and programs.

The 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 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. The Professor is expected to work collaboratively and collegially with fellow academics within teaching, program and research teams, contributing to the collegial and collaborative environment within the Department.

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. Having achieved distinction at national and international levels and with recognition as an eminent authority in the Marketing discipline lead research contribution including: leading publication effort of research team/s and extending dissemination activities; identifying and attracting external research funding to sustain research growth across the University; supervising higher degree by research candidates.
2. Lead and foster excellence in teaching and research in the Marketing discipline within the University and within the community, professional, commercial or industrial sectors.

3. Ensure implementation of best practice teaching strategies within discipline and dissemination of innovative practices across the University, including: initiating responses to emergent issues and integrating into curriculum development; leading improvement of academic standards, program review and course evaluations within and across disciplines.
4. Provide leadership and foster excellence the academic discipline within the University and within the community, professional, commercial or industrial sectors.
5. Lead School and College and participate in the University's strategy development and governance and make an outstanding contribution to the governance and collegial life inside and outside of the University.

Key Selection Criteria

1. Demonstrate distinction at the national level and an internationally recognised research track record.
2. Proven ability to sustain and grow Research Groups and Centres through the attraction of external funding.
3. Extensive experience in attracting and supervising higher degree by research candidates to maximise research performance.
4. Demonstrated ability to manage award program/s and lead program reviews.
5. Demonstrated ability to mentor staff and lead improvement of academic standards, including implementing best practice teaching strategies and dissemination of innovative practices.
6. Evidence of demonstrated strategic leadership in a large organisational unit or University-wide initiative and effective membership of a management team that developed and achieved shared goals and objectives.
7. Demonstrated experience in financial, governance and quality management systems within a University.
8. 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.
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.

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