

# Candidate

# Prospectus

Professor of Marketing

September 2023



We would like to acknowledge the Wurundjeri people of the eastern Kulin Nations as the Traditional Owners of the land on which the University stands. We respectfully acknowledge Elders past, present and future.



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# 1 | About **RMIT**

RMIT is a unique educational institution born in Melbourne in 1887. RMIT exists to create transformative experiences for our students, getting them ready for life and work, and to help shape the world with research, innovation, teaching and engagement.

RMIT is a multi-sector university of technology, design and enterprise with 95,000 students and almost 10,000 staff globally.

RMIT's mission is to help shape the world through research, innovation, quality teaching and engagement, and to create transformative experiences for students, getting them ready for life and work.

With strong industry connections forged over 134 years, collaboration with industry remains integral to RMIT's leadership in education, applied and innovative research, and to the development of highly skilled, globally focused graduates.

RMIT is redefining its relationship in working with and supporting Aboriginal self-determination. The goal is to achieve lasting transformation by maturing values, culture, policy and structures in a way that embeds reconciliation in everything the University does. RMIT is changing its ways of knowing and working to support sustainable reconciliation and activate a relationship between Indigenous and non-Indigenous people.

RMIT's three campuses in Melbourne – Melbourne City, Brunswick and Bundoora – are located on the unceded lands of the people of the Woi Wurrung and Boon Wurrung language groups of the eastern Kulin Nation.

As a global university, RMIT has two campuses and a language centre in Vietnam and a research and industry collaboration centre in Barcelona, Spain. RMIT also offers programs through partners in destinations including Singapore, Hong Kong, Sri Lanka and mainland China, with research and industry partnerships on every continent.

RMIT has continued to consolidate its reputation as one of the world's leading academic and research institutions.

RMIT ranked 190th in the 2023 QS World University Rankings. The University is ranked 8th in Australia and 33rd in East Asia and the Pacific for employer reputation. The University also ranked 209th globally in the 2023 US News Best Global Universities rankings. RMIT also ranks in the world's top 400 in the Academic Ranking of World Universities (ARWU) and the Times Higher Education (THE) World University Rankings. RMIT ranked 22nd globally in the 2022 Times Higher Education Impact Ranking.

For more information, visit [rmit.edu.au/about](https://rmit.edu.au/about).



# 2 | Academic Schools and Research Platforms

RMIT University offers programs of study across four academic colleges.

## College of Business and Law

Led by Deputy Vice-Chancellor and Vice-President Professor Julie Cogin

### Schools

Accounting, Information Systems and Supply Chain

Economics, Finance and Marketing

Graduate School of Business and Law

Management

School of Business and Management (Vietnam)

## STEM College

Led by Deputy Vice-Chancellor STEM College and Vice-President Professor Ian Burnett

### Schools

Engineering

Health and Biomedical Sciences

Science

Computing Technologies

School of Science and Technology (Vietnam)

# 2 | Academic Schools and Research Platforms

## Continued

### College of Vocational Education

Led by Deputy Vice-Chancellor and Vice-President Mish Eastman

#### Schools

Vocational Education, Engineering Health and Sciences

Vocational Business Education

Vocational Design and Social Context

### College of Design and Social Context

Led by Deputy Vice-Chancellor and Vice-President Professor Tim Marshall

#### Schools

Architecture and Urban Design

Art

Design

Education

Fashion and Textiles

Global, Urban and Social Studies

Media and Communication

Property, Construction and Project Management

School of Communication and Design (Vietnam)



# 2 | Academic Schools and Research

## Platforms Continued

### Research and Innovation

Led by Deputy Vice-Chancellor Research and Innovation and Vice-President Professor Calum Drummond AO.

RMIT's eight Enabling Impact Platforms (EIPs) connect researchers from multiple disciplines and from across colleges under thematic umbrellas. This allows the University to deploy its areas of research excellence and strength to comprehensively address critical local, regional and global challenges and emerging opportunities.

#### Enabling Impact Platforms

Advanced Materials, Manufacturing and Fabrication

Biomedical and Health Innovation

Design and Creative Practice

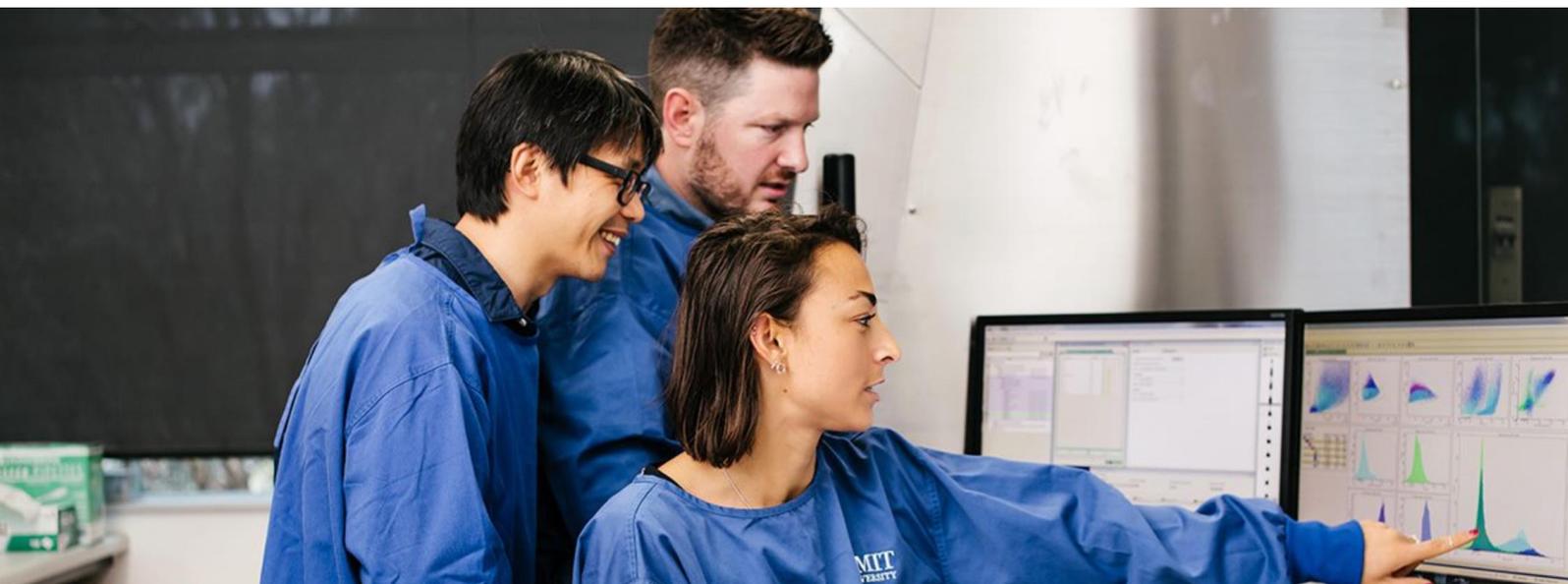
Global Business Innovation

Information in Society

Social Change

Sustainable Technologies and Systems Platform

Urban Futures



# 3 | Knowledge with Action

**RMIT is an international university of technology, design and enterprise. Our mission is to empower people and communities to adapt and thrive across generations, with education, research and civic engagement that are applied, inclusive and impactful**

We continue to consider our greatest achievement the graduation of genuinely global citizens, ready to drive impact and differentiate ourselves through the way we use our teaching and research assets, and our networks, to contribute to the communities we serve.

Our strategy focuses on using our knowledge, skills and capabilities to make a difference in the world – that's why we called it Knowledge with Action. It is a clear, direct statement of intent – to convey our positive ambition and the way it applies equally to the many different, and distinctly important, threads of RMIT.

Perhaps most important, it's about what a university like RMIT can bring to and share with the communities we serve. We're going to extend our positive impact across Southeast Asia, with RMIT Vietnam as the cornerstone of our capabilities and reputation in the region.

We're going to mobilise the global RMIT community of students, alumni, staff and partners into a distinctive ecosystem that's intentionally connected for collaboration. We're going to design and scale truly innovative education solutions, focused on future industry that will support accessible skill development for every learner at every stage. And we'll be known for our translational research to help solve real and pressing problems – the very definition of knowledge with action, to help achieve an inclusive, sustainable future.

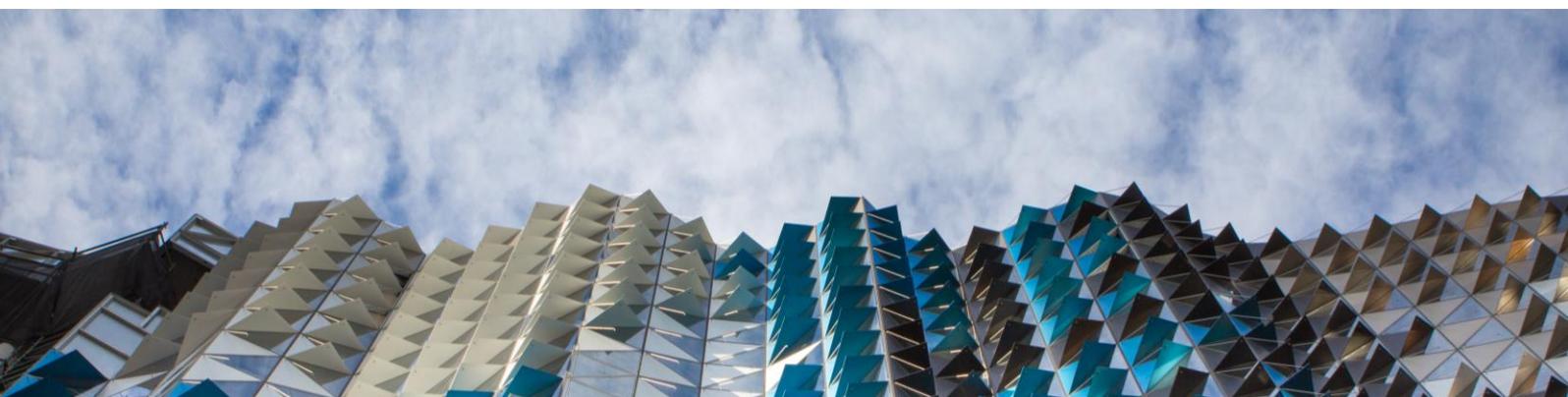
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RMIT is a university of significant scale and substance, so we believe that our ambition should match our opportunity. To hold us to account, we aim to lead in four key areas:

- emerging technologies
- smart and sustainable cities
- social innovation
- and regional collaboration.

These distinct ambitions underpin our commitment to be a leading university of impact in the Asia Pacific region, equipping all RMIT learners with the skills, knowledge and connections to succeed. Our shared success will be life-changing – for individuals, for communities, and for generations to come. This is the difference we want to make. Through this strategy - Knowledge with Action, we build on strong foundations, because preparing future generations for life and work is what we do. It is what we have always done.

[Our strategy - RMIT University](#)



# 4 | Our Values

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.

Values unite us with a shared understanding that shapes how we live and work together on a global scale. Our continued success comes from living our values every day and giving our people the opportunity to define what each value means to them. With collective input, we can create a values-led culture that we all want to be a part of, a culture where people love working and are empowered to deliver life-changing experiences for our students, our partners and the community.

Building on our core values, we are committed to living our values and making a difference both locally and globally.

Through dedication to living sustainably, respecting our indigenous cultures and promoting intellectual freedom, RMIT's staff and students understand the importance of a values-based culture.



**Inclusion**

**Inclusion:** We are better for our diversity, both students and staff. When we listen to those who are different to us, or challenge us, we grow stronger together. When we feel like we belong, we can achieve so much more.



**Imagination**

**Imagination:** With an open mind, we are open to new possibilities. When we think creatively and try new things, we break new ground. And with perseverance, our ideas become innovations.



**Integrity**

**Integrity:** We are honest and fair and hold ourselves to the highest ethical standards. We uphold transparency and accountability and use expertise and evidence to make decisions. We strive to uphold RMIT's obligations and reputation.



**Courage**

**Courage:** Being our best selves takes courage. When we do what's right, and not just what's easy, we hold ourselves to account. We back each other up, and we call out actions that we don't accept.



**Passion**

**Passion:** We believe in the power of education to transform lives. Student learning and teaching, research, and partnering with industry, are core to what we do; with purpose and determination.



**Impact**

**Impact:** We pursue positive and lasting impact in everything we do, through the application of shared knowledge to meet the fast-changing needs of society. We identify challenges and create opportunities through collaborative design, knowledge exchange, work-based learning, critical problem-solving and translation of research

**Building on our core values, we are committed to living our values and making a difference both locally and globally.**



### **Respect for Australian Indigenous cultures**

At RMIT, we recognise and respect the unique culture and contribution that Aboriginal and Torres Strait Islander people bring to our communities.



### **Mental Health and Wellbeing**

At RMIT, we believe that investing in mental health and wellbeing is essential for our success.



### **Sustainability**

RMIT is committed to the practice of incorporating sustainability principles and practices into learning and teaching, research and operational activities.



### **Diversity and Inclusion**

Building a culture of inclusion and diversity for staff and students is one of RMIT's values.



### **Respect RMIT – Reducing Sexual Harm**

The aim of the Changing the Course three-year framework is to build a community where every student and staff member is not only safe, but respected, valued and treated as an equal.



### **Sustainable Development Goals**

The RMIT-wide SDGs Project aims to improve University accountability in relation to its contributions to the SDGs.

# 6 | What we're proud of

## Rankings



### Ranked #1

globally for reducing inequality and equal 7th overall in the 2023 Times Higher Education University Impact rankings



### 18th globally

in the Top 50 Universities Under 50 Years Old



### Ranked =140th

in the 2024 QS World University Rankings and ranked 11<sup>th</sup> in Australia



### #1 in Australia

for Art and Design in Australia and the Asia-Pacific, and 15<sup>th</sup> globally in QS World University Rankings by Subject

## Sustainability



### RMIT 1<sup>st</sup>

higher education institution in Australia to use innovative format of debt financing to meet sustainability performance targets



### 2021 Winner

Green Gown award for Climate Action and Circular Economy.

## Diversity & Inclusion



2022 Workplace Gender Equality Agency: Employer of Choice –

**5<sup>th</sup> consecutive year**



RMIT University is an Athena SWAN member with

**Bronze Award accreditation**

The College of Science, Engineering and Health is central to driving improvements in gender equality, diversity and inclusion, particularly in the Science, Technology, Engineering, Mathematics and Medicine (STEMM) disciplines.

## Students & Staff



**95,000**  
students



Close to  
**10,000**  
staff globally



**44.9%**  
average female participation in identified leadership positions

# 7 | Global Reach

RMIT's global focus is to make a positive economic and social contribution to the people, communities and countries where we operate.



## RMIT University

**RMIT has 3 campuses & 3 sites in Australia:**

- Melbourne City Campus
- Bundoora Campus
- Brunswick Campus
- Hamilton; Point Cook and Bendigo regional state-of-the-art flight training sites



## RMIT Vietnam

**RMIT University's Asian Hub:**

- Saigon South Campus
- Hanoi Campus
- Da Nang English Centre



## RMIT Europe

**The University's European hub based in Barcelona, Spain** and responsible for European research; industry, educational and government partnerships; student global experiences; and recruitment



## Singapore

- **2 partners**
- 11 programs
- 47,200 graduates



## Sri Lanka

- **1 partner**
- 1 program
- 500 graduates



## Mainland China

- **5 partners**
- 9 programs
- 8,900 graduates



## Hong Kong

- **2 partners**
- 7 programs
- 6,900 graduates

# 7 | Global Reach

## Continued

As a global university, RMIT's reach and impact extends far beyond Australia with campuses in Vietnam; a research centre in Spain; and research and industry partnerships on every continent. RMIT also offers programs delivered through partner institutions in Singapore, Hong Kong, mainland China and Sri Lanka.

In the past year alone, together with our eight global partners, we educated almost 8,000 students in a broad range of programs, from Aviation and Mechanical Engineering, to Business, Communication, Design and Fine Art.



**450+**  
Internationally  
recognised  
qualifications



**Top 1%**  
universities publications  
CWTS Leiden Rankings – 2022



**5 star**  
rating in teaching, employability,  
research, internationalization,  
facilities, innovation, inclusiveness  
QS World University Rankings 2021



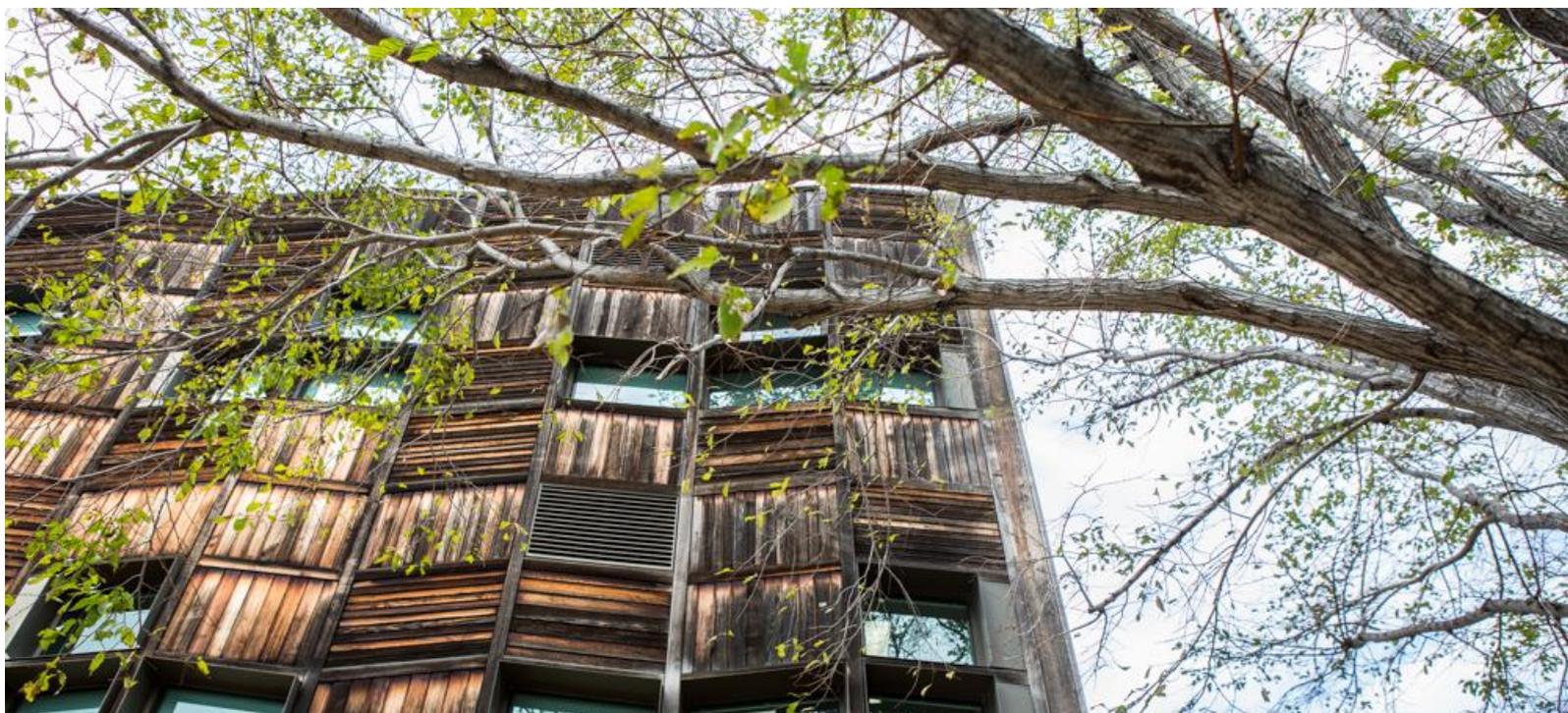
Among the world's  
**Top 50**  
Graduate Employment Rate  
QS World University Rankings 2022



**430,000**  
alumni worldwide



A network over  
**3,000**  
international  
industry partners



# 8 | About the College

## 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.



# 9 | About the School

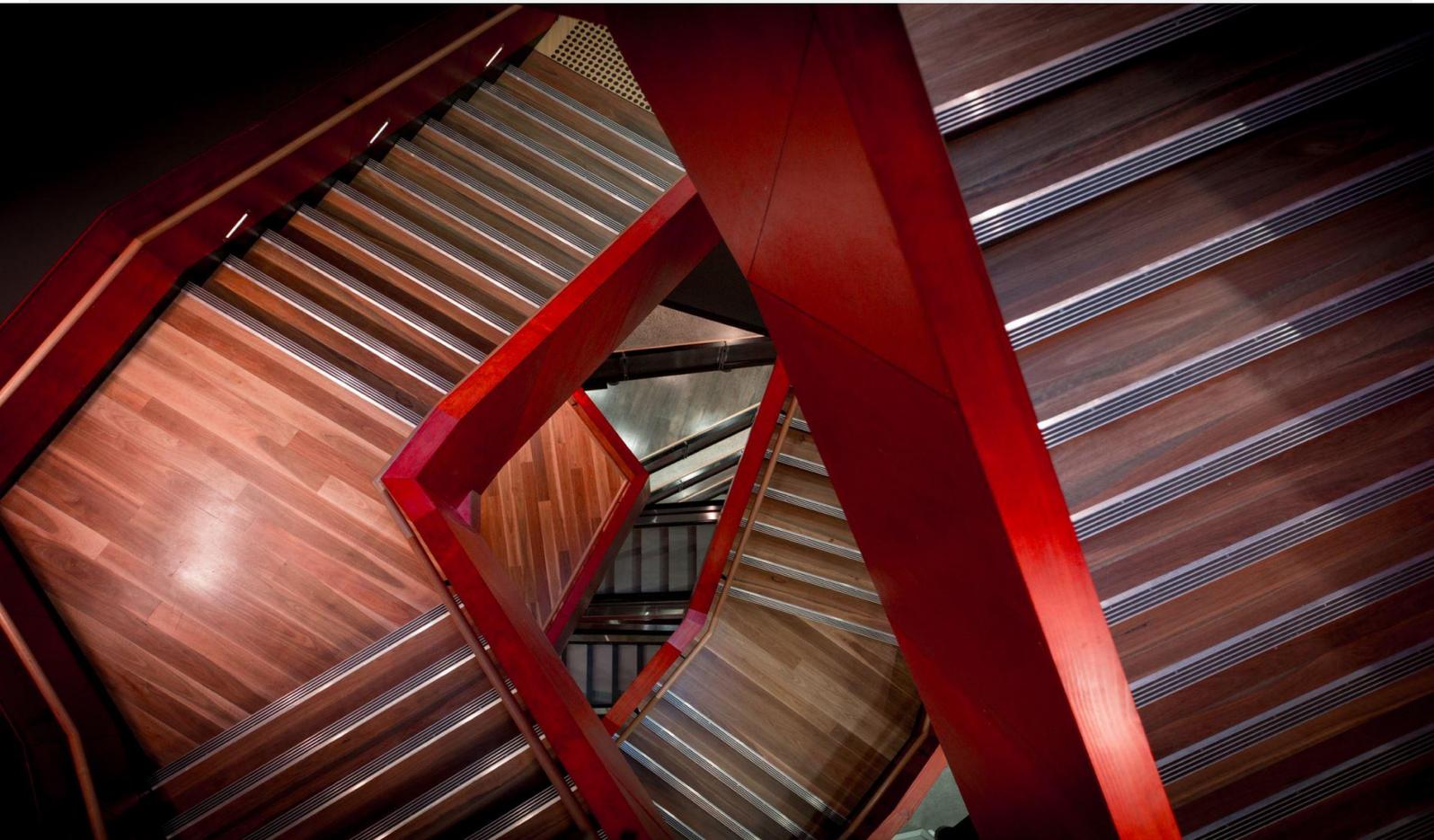
## School of Economics, Finance and Marketing

The School of Economics, Finance and Marketing (EFM) has strong research and teaching interests with over 11,500 FTE undergraduate and postgraduate students. The School currently has 86 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.

The three main disciplines housed in our school (economics, finance and marketing) operate as departments, but collaborate across disciplines on a range of education and research projects. In line with the mission of RMIT University, EFM supports staff to deliver industry-informed and practically applied education and research. The balance of both education and research is a focus of the University, and the school is a major driver of both innovative teaching practice and high-quality research. In 2023, the school has the highest average student satisfaction in the college and is the major contributor to college research KPIs.

Post-Covid, the School has returned to being in a strong financial position and is undertaking recruitment across all areas to match the increasing demand for our education programs and research outputs. We also have a strong program of professional development activities and increasing resources to support existing staff endeavours (e.g., travel funds, small grants, visiting scholars). Based primarily in Building 80 (445 Swanston Street, Melbourne) the School benefits from being in close proximity to industry partners and is a natural focal point for students, giving the campus life and energy.

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



# 10 | About the Department

## The Marketing Department

A significant group within the School and College, the Marketing Department has 23 academic staff in continuing positions and 16 PhD students. You can read about some of the impactful research, industry partnerships, and learning and teaching activities delivered by our Department [here](#).

The mission of the [Marketing Department](#) is to deliver applied, industry-relevant marketing education and research that is of benefit to the communities in which we operate. With a focus on transformative consumer and brand research, enabled by technology and across digital contexts, we aim to create social impact through driving market performance. The Department has internationally recognised researchers who have recently published in journals including the *Journal of Marketing*, *Journal of Retailing*, *European Journal of Marketing*, *Industrial Marketing Management*, *Annals of Tourism Research* and *Journal of Travel Research*.

Given strong demand, we are expanding with new full-time academic positions to support an innovative new undergraduate program, growth in our postgraduate program, expansion of our industry partnerships, and consolidation of our research strengths.

### Our programs

Our academic staff are award-winning educators, with a strong passion for high-quality, research-led marketing education through applied, career-focused programs. The Marketing Department delivers a large undergraduate program and a Master of Marketing program, both across multiple campuses, with over 12,000 student enrolments across over thirty Marketing courses. The Department also manages and teaches undergraduate and postgraduate Social Impact courses in the College and contributes to the College PhD coursework program.

### Research strengths

The Department also has a strong research profile and an active research culture. We seek to produce high-quality, applied and impactful research across a range of theoretical, methodological and contextual areas, with a particular emphasis on consumer behaviour, CCT, social marketing, branding, digital marketing and marketing performance. The Department is supported by a broader School with a strong research culture, promoting multi-disciplinary collaborations and providing a friendly and supportive environment.

The Marketing group also contributes to, or supports the work of several research centres and hubs across the College and University including:

- Centre for Organisation and Social Change
- Behavioural Business Lab
- Blockchain Innovation Hub
- Enterprise AI and Digital Analytics Hub
- Digital3

### Engaging with industry and the community

The Department aims to serve our academic and practice-based communities through a strong presence in the academic community, a proactive media presence and strategic industry partnerships. A number of our staff serve on academic and industry boards, and many in the Department are valued contributors in the media, disseminating their research and providing expert insights into issues of interest to the broader community.

We maintain strong relationships with industry partners who bring real-world challenges to the classroom and our research. Alongside the College partners, such as Adobe, AWS, the Australian Red Cross and Medibank, the Marketing Department holds a number of strategic knowledge partnerships including with Visit Victoria and SBS.

# 11 | About the position

## Professor of Marketing

We are looking for a Professor of Marketing who will contribute significantly to the quality of teaching and research outputs. We seek a strong mentor and academic leader who will help in building the capability of staff. The successful applicant will be able to promote strong academic performance aligned with the mission of the Department, a mission they will also help shape in the future.

As we continue to expand and grow our Department, we are looking for a Professor who can contribute to, and grow our new and existing programs, who will work with our team to expand our industry partnerships, and will play a key role in consolidating our research strengths.

We are seeking someone who values working collaboratively and collegially with fellow academics within teaching, program and research teams, and will contribute to the collaborative environment within the Department and beyond.

**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 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**

**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.**

## Key Activities and Accountabilities

- Having achieved distinction at national and international levels, you are recognised as an authority in the Marketing discipline. Through technical expertise and practical experience, you will lead research contributions including: leading the publication efforts of research team/s and extending dissemination activities; identifying and attracting external research funding to sustain research growth; supervising higher degree by research candidates.
- Lead and foster excellence in teaching and research in the Marketing discipline within the University and within the community, professional, commercial or industrial sectors.
- 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.
- Provide leadership and foster excellence in the academic discipline within the University and within the community, professional, commercial or industrial sectors.
- 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.



## Qualifications and / or Certifications

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.

## Experience and Skills / Criteria

- Demonstrate distinction at the national level and an internationally recognised research track record.
- Proven ability to sustain and grow Research Groups and Centres through the attraction of external funding.
- Extensive experience in attracting and supervising higher degree by research candidates to maximise research performance.
- Demonstrated ability to manage award program/s and lead program reviews.
- Demonstrated ability to mentor staff and lead improvement of academic standards, including implementing best practice teaching strategies and dissemination of innovative practices.
- 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.
- Demonstrated experience in financial, governance and quality management systems within a University.
- 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.
- Demonstrated ability and willingness to teach online, in global locations, and in multi-cultural environments.

# 13

## How to Apply

### Apply online

Please submit your **CV, covering letter** and a separate document addressing the **Key Selection Criteria** for this position by clicking on the 'Apply' link via the online portal.

**Applications close on 15th of October** at 11.59pm.

### For a confidential discussion



**Dr Linda Robinson**

[linda.robinson2@rmit.edu.au](mailto:linda.robinson2@rmit.edu.au)

Head of Department, Marketing



**Professor Heath McDonald**

[heath.mcdonald@rmit.edu.au](mailto:heath.mcdonald@rmit.edu.au)

Dean, School of Economics, Finance and Marketing

### Accessibility

We at RMIT are a Disability Confident Recruiter. We are happy to adjust any part of the recruitment process should you have accessibility requirements. Please contact us via your preferred type of communication: email [TalentSupport@rmit.edu.au](mailto:TalentSupport@rmit.edu.au) with your request(s).

# Further Information

<https://www.rmit.edu.au/about/our-heritage>

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

<https://www.rmit.edu.au/about/governance-management>

<https://www.rmit.edu.au/about/governance-management/annual-reports>

<https://www.rmit.edu.au/for-business/research-partnerships>

<https://www.rmit.edu.au/news>

