

POSITION DESCRIPTION

Lecturer in Marketing

Reports to:	Executive Head of School
Division:	Management
Tenure:	Permanent
Location:	Tauranga
Date:	16 January 2026

Vision

Ko te tangata

A research-intensive university providing a globally connected, innovative and inclusive studenty experience in an environment characterised by a commitment to diversity, respect for Indigenous knowledge, and high levels of community engagement.

Values

Ko te mana o Te Whare Wānanga o Waikato ka herea ki tō tātou:

- Tū ngātahi me te Māori
- Mahi pono
- Whakanui i ngā huarahi hou
- Whakarewa i te hiringa i te mahara

The University of Waikato places a high value on:

- Partnership with Māori
- Acting with integrity
- Celebrating diversity
- Promoting creativity

1. GENERAL

The Waikato Management School sits within the Division of Management, one of New Zealand's leading business schools with a strong international reputation for research, teaching, and engagement. The School is committed to advancing innovative and impactful scholarship, supporting student success, and fostering strong links with industry, iwi, government, and international partners.

The University of Waikato provides a vibrant and inclusive environment, with a strong commitment to partnership with Māori, global engagement, and community impact.

2. POSITION PURPOSE

The Lecturer in Marketing will be an emerging scholar in their field, demonstrating strong potential for impactful, high-quality research that contributes to the discipline and informs practice. The appointee will contribute to the academic development of Marketing within the School, Division, and University by:

- Developing a research programme that produces high-quality outputs in reputable journals relevant to marketing that contributes to debates in practice and policy.
- Supervising and supporting postgraduate students, with a developing record of successful completions at Master's and doctoral levels.
- Enhancing the reputation and visibility of the University of Waikato nationally and internationally through publications, conference presentations, professional association involvement, and collaborations with academic and industry partners.
- Contributing to the design and delivery of engaging, research-informed teaching in marketing at undergraduate and postgraduate levels.

Lecturers contribute to academic excellence through their teaching, research, postgraduate supervision, and service to the School, University, and wider community. They are expected to participate in academic policy-making where appropriate, set high standards of scholarship, and promote research-led teaching.

The Lecturer in Marketing is expected to work collegially within the School, Division, and University by collaborating with senior colleagues, engaging in cooperative and supportive relationships, and contributing to the academic and professional development of students and peers.

3. ACCOUNTABILITY

The Lecturer in Marketing is responsible to the Vice-Chancellor through their Executive Head of School, or equivalent who in turn is responsible to the Vice-Chancellor through the appropriate Pro Vice-Chancellor.

4. KEY RELATIONSHIPS

Pro Vice-Chancellor
Executive Head of School
Other Division staff
Students
Relevant Research Institutes and Centres and external research agencies
External stakeholders

5. KEY RESPONSIBILITIES

Having regard to the aims, objectives and long-term strategic goals of the School, Division and University, the primary objectives required of a Lecturer include the following:

Teaching and Learning

- Prepare and deliver research-informed lectures and/or seminars and, as appropriate, conduct and/or co-ordinate tutorials, practical classes, demonstrations, or workshops.
- Contribute to or be responsible for paper co-ordination and delivery. This includes: administration; initiating and developing material; appraisal, review and evaluation of programmes and papers; development of the curriculum; developing and delivering on-line papers, where appropriate; and updating teaching resources and materials
- Carry out marking and assessment activities including the setting of examinations.
- Be readily available to advise and meet with students including maintaining regular office hours.
- Supervise honours, graduate and postgraduate students.

Research

- Maintain an active research programme and conduct quality research and contribute to knowledge development through scholarship and publication. This will include involvement in research projects and attendance and presentation at academic conferences and may include leadership of a research team and/or obtaining internal or external research funding for specific projects.
- Build and maintain national, and preferably international, research collaborations which enhance the profile and reputation of the University.
- Where appropriate, contribute to applications for external research funding and knowledge transfer and commercialisation activities.

Service and Administration

- Participate in professional and/or community/iwi and/or outreach activities relevant to the School/Faculty.
- Carry out broad administrative functions including active and constructive participation at Programme and/or School/Faculty meetings and undertake administration, planning and/or committee work where appropriate.

Other

- Participate in the maintenance of a safe and healthy work environment for self and others including students. Comply with and undertake responsibilities set out in the University's Health and Safety Policy.
- Any other duties that are consistent with the position held, other than in exceptional circumstances such as rehabilitation after injury or sickness.

NOTE: Staff have annual objectives, development and reflection (ODR) meetings with their manager. New staff normally attend such a meeting approximately three months after taking up their appointment.

6. PERFORMANCE STANDARDS

The Lecturer in Marketing will be performing satisfactorily when:

- Teaching and associated duties are fulfilled to a high level as defined by School norms and expectations including paper appraisal and teaching evaluation.
- Student learning, at all levels, is appropriately facilitated in accordance with School, Division and University goals and objectives.

- Personal and/or team research and scholarship activities yield demonstrable outcomes normally evidenced by continued publications in books and refereed journals, presentation or publication of conference papers and/or performance/works of art/other non-print media outcomes, as appropriate.
- Research collaborations are developed.
- Regular contributions are made to appropriate professional and/or community/iwi groups and/or in a public service or University or national representation capacity.
- Regular contributions are made to the School/Faculty administration, as appropriate, relative to workload norms and expectations.
- Safe and healthy work practices are followed. University policies and procedures, relevant work standards and statutory obligations are complied with.

PERSON SPECIFICATION

EDUCATIONAL QUALIFICATIONS

Essential

- A PhD in Marketing
- Appointment may be made subject to completion of a doctoral degree within a defined time frame.

TRAINING, SKILLS AND KNOWLEDGE

Essential

- Demonstrated expertise in undergraduate teaching including the ability to lecture to large numbers and conduct small group seminars and tutorials effectively.
- Ability to contribute to the graduate and postgraduate programme including the supervision of Honours, Masters and PhD students.
- Demonstrated commitment to using innovative teaching methods and materials e.g. online and distance delivery techniques, team teaching skills.
- An emerging track record of high-quality research publications or equivalent at national and preferably international level.
- Broad and in-depth knowledge of marketing with a specialisation that complements the current expertise within the school.
- A proven ability to communicate effectively with students and staff.
- Demonstrated success in attracting external research funding.
- Demonstrated success in attracting and supervising high quality postgraduate research students.
- An interest and willingness to contribute to departmental and University administration matters.
- Demonstrated ability to master existing and new theories, models and approaches in the relevant discipline.
- Ability to apply information and communication technologies to achieve desired outcomes and maintain and update those skills.
- Time management skills.

PERSONAL QUALITIES

- Self-motivation and a pro-active approach including a demonstrated commitment to innovation.
- Demonstrated capacity to work effectively as a member of a team.
- Proven ability to maintain a professional approach while under pressure.
- Ability to relate effectively and sensitively to students and staff from a variety of backgrounds and cultures.
- Commitment to a culture of openness, flexibility and cooperation to achieve excellence in academic programmes, research and service.
- A commitment to equal opportunity and to the University's partnership with Māori as intended by the Treaty of Waitangi.