

**The University of Waikato
Te Whare Wānanga o Waikato**

POSITION DESCRIPTION

Senior Lecturer – Marketing

Vision

We will

- deliver a world-class education and research portfolio
- provide a full and dynamic university experience which is distinctive in character
- pursue strong international linkages to advance knowledge

The over-arching themes of this *Vision* are:

- Excellence
- Distinctiveness
- International Connectedness

Values

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

- Tu 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 School of Management and Marketing, is part of the Waikato Management School at the University of Waikato. It offers a total of seven majors and nine minors within the Bachelor of Management Studies (Hons) and Bachelor of Business degrees. It also offers the Bachelor of Communication Studies degree along with numerous subjects as Graduate Diplomas, plus Post Graduate Diplomas, Masters, and PhD degrees.

2. POSITION PURPOSE

To contribute to the teaching, postgraduate supervision and administration requirements of the Programme/School/Division in accordance with workload norms, maintain and develop original scholarship and research, and undertake professional/community/iwi service activities relevant to the profession or discipline.

Many of the tasks in the Lecturer to Professor range are common to each level, but as staff members advance in their careers they are expected to perform the tasks at a higher level. This may be evidenced by an increase in the quality of teaching performance; a greater contribution to the advancement of the

discipline through achievements in research and scholarship and/or artistic or professional practice; increased leadership; and a greater contribution to university administration and academic matters more generally.

3. ACCOUNTABILITY

The Senior Lecturer is responsible to the Vice-Chancellor through their Head of School who in turn is responsible to the Vice-Chancellor through the appropriate Pro Vice Chancellor.

4. KEY RELATIONSHIPS:

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

5. KEY TASKS

Having regard to the aims, objectives and long-term strategic goals of the School/Division and the University, the primary objectives required of a Senior 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.

Supervision

- Supervise honours, graduate and postgraduate students.
- Where appropriate, be Chief Supervisor for PhD 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.
- Build and maintain national and international research collaborations which enhance the profile and reputation of the University.
- Where appropriate, seek external research funding for specific projects and submit grant applications.
- Where appropriate, engage in knowledge transfer and commercialisation activities.

Service and Administration

- Participate in professional and/or community/iwi and/or outreach activities relevant to the School/Division.

- Carry out broad administrative functions including active and constructive participation at School and/or Division meetings and undertake administration, planning and/or committee work where appropriate.
- Participate in University-wide committees and working groups and/or represent the University externally as 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 as required that are consistent with the position held, other than in exceptional circumstances such as rehabilitation after injury or sickness.

NOTE: Staff have an annual professional goal setting interview with their manager. New staff normally attend such an interview approximately three months after taking up their appointment.

6. PERFORMANCE STANDARDS

The Senior Lecturer will be performing satisfactorily when:

- Teaching and associated duties are fulfilled to a high level as defined by Programme/School/Division expectations including paper appraisal and teaching evaluation.
- Student learning, at all levels, is appropriately facilitated in accordance with the Programme/School/Division and University's 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, where appropriate. An established research and publishing record or the equivalent has emerged and there is evidence of an active programme of scholarship and research.
- Research collaborations are developed.
- Research grant applications are submitted.
- 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 Programme/School and/or Division 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, or related discipline.

TRAINING, SKILLS AND KNOWLEDGE

Essential

- Demonstrates a high level of undergraduate teaching skills and experience, including the ability to lecture to large numbers and conduct small group seminars and tutorials effectively.
- Experience in the delivery of graduate and postgraduate programmes 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.
- Broad and in-depth knowledge of the marketing discipline including at least **ONE** (1) of the following areas: Digital Marketing, Marketing Analytics, Network Analysis, Sales.
- An established and growing record of high-quality research and publishing at an international level and an active programme of scholarship.
- Ability to make a significant contribution to school administration and at Division/University level where appropriate.
- A proven ability to communicate and work effectively with staff and students.
- Time management skills.
- Evidence of attracting and supervising high quality postgraduate research students.
- Commitment to applying for external research funding.

Preferred

- Expertise in any of the following: Social Media Marketing, Content Marketing, Marketing Research, Brand Management, Omnichannel, Retailing,

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.

14 June 2024

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