



University
of Otago

ŌTĀKOU WHAKAIHU WAKA

2026 CANDIDATE INFORMATION PACK

Lecturer/Senior Lecturer - Marketing
(Pūkenga/Pūkenga Matua)

Department of Marketing | Te Mātauranga Tokoka
Otago Business School | Te Kura Pakihi

Welcome from the Vice-Chancellor

Tēnā koe

Thank you for your interest in this position at the University of Otago.



I am privileged to be the Vice-Chancellor of this outstanding University. We are committed to working closely with iwi and Māori organisations and mātauraka Māori has become an integral part of teaching and research across the institution. Our relationship with Ngāi Tahu as mana whenua within their takiwā of Te Waipounamu and, through this, as the University's principal Treaty partner is especially important.

Our cultural location in the southern Pacific has also become an important component of our institutional identity and we have developed deep and strong links to Pacific communities, both within New Zealand and across the wider Pacific region. The University is strongly committed to broad ongoing engagement with Pacific communities. Our Pacific Strategic Framework formalises this commitment and articulates the University's goals to improve academic and development outcomes for Pacific students and staff.

Founded in 1869 by Scottish settlers with a commitment to the value of education for people of diverse backgrounds, the University of Otago has developed into an institution distinguished by its excellent teaching and research. The University has combined the traditions of this proud history with modern scholarship, and earned an international reputation for teaching and research excellence.

We rank as one of New Zealand's top two universities globally and have been awarded five stars plus – the highest rating possible – from the QS Stars international quality evaluation system in recognition not only for our exceptional teaching and research, but also for innovation, inclusiveness, internationalisation, the high standard of our facilities and the employability of our graduates.

The University of Otago has become an enduring educational, cultural and economic force in both the city of Dunedin and in New Zealand as a whole. We take seriously our role as critic and conscience of society, and we attract students from throughout New Zealand and around the world, providing them with a world-class education and encouraging them to be the best they can be.

At Otago, you have the opportunity to be part of an outstanding academic community, offering both challenges and opportunities. This will be an exciting and rewarding role; I welcome your application.

Hon Grant Robertson
Vice-Chancellor

Department of Marketing Te Mātauranga Tokoka

The University of Otago is one of New Zealand's largest and most research-intensive universities ranked in the top 1% in the QS World University ranking. The Department of Marketing is part of the AACSB- and EQUIS-accredited Otago Business School, a leading business school in Australasia.

The Department of Marketing cultivates a robust environment with thriving Undergraduate, Masters, and PhD programmes. The Department, like the rest of the University, is research intensive, but also is student-focused and delivers a holistic learning experience that develops critical thinking and informed engagement. We encourage our graduates to become agents of change and advocates for marketing for good: marketing that contributes to the betterment of society in harmony with our planet. Our teaching is research-led, but we also maintain strong industry links to keep our curriculum relevant and invite guest lectures from all areas of for and not for profit organisations. We prioritise both exceptional teaching and research, offering resources and opportunities for academics to excel in both areas. Time is allocated as follows: 40% to teaching, 40% to research, and 20% to service.

Our team of academic staff contribute to the broader field of Marketing through publications in top-ranked journals, presenting at conferences worldwide, obtaining national and international research funding, and holding executive positions on editorial boards and academic associations. We are now very pleased to offer an exciting opportunity to join our Department.

We are committed to working closely with iwi and Māori organisations, and mātauraka Māori has become an integral part of teaching and research across the institution. We especially value our relationship with Ngai Tahu, the mana whenua within their takiwā of Te Waipounamu, and the University's principal Treaty partner.



About the role

Mō te tūnga

The Department invites applications for a permanent academic appointment in Marketing at Lecturer or Senior Lecturer level. We seek an outstanding scholar and educator who can contribute to excellence in teaching, research, and engagement across contemporary marketing disciplines.

Personal specifications

The successful candidate should hold a PhD in Marketing from a reputable institution. Qualifications in closely related disciplines will not be considered. Applicants should also demonstrate clear evidence of the capacity to publish in high-quality Marketing journals, including those ranked in the ABDC list.

The candidate will also have:

- A strong commitment to obtaining external research funding.
- Demonstrated quality and commitment to teaching marketing and related topics at undergraduate and postgraduate levels.
- Experience and commitment to engaging with industry to enhance student learning.
- Commitment to upholding values, tikanga, kawa and traditions as guided by Ngāi Tahu, as mana whenua in the region and broad knowledge of the cultural traditions of other iwi/hapū.

Desired Areas of Expertise

We welcome applicants with strengths in one or more of the following areas:

- Marketing Management, including: Strategic marketing and SME / small business marketing and innovation
- Digital technologies, AI and Social Media Marketing
- Applied contemporary marketing practice

Research Capability

The successful candidate will demonstrate the ability to develop a strong research profile and contribute to collaborative research initiatives. Desirable capabilities include:

- Experience in applying and publishing with Big Data methods, such as machine learning, text mining, and advanced analytics.
- Capacity to teach across multiple research methodologies, including quantitative, qualitative, mixed methods, sample-based, and big data-based approaches.
- Ability to supervise higher degree research students

Teaching and Curriculum Contribution

The appointee will be expected to deliver high-quality teaching across undergraduate and postgraduate programs, and to contribute to curriculum innovation. This may include:

- Teaching and supervising marketing topics in strategy, innovation, and applied marketing management.
- Teaching subjects related to digital marketing, AI applications, and emerging technologies.
- Contributing to curriculum development that integrates these topics into marketing courses.

Collaboration and collegiality are important values in the Department, and we seek colleagues who will both enjoy and enhance our cooperative work environment. We are committed to equity, and we value the benefits that diversity brings to our work and our community.

For a full description of the expectations for a Lecturer or Senior Lecturer, refer to the Academic Titles Guidelines:

<https://www.otago.ac.nz/humanresources/training/academic-staff/academic-titles/index.html>

Equal employment opportunities

The University of Otago is strongly committed to diversity in staffing and we encourage applications from under-represented groups who are suitably qualified.

Māori partnerships and the Māori Strategic Framework

While the University has a special partnership with Ngāi Tahu, as mana whenua within its takiwā (tribal area) of Te Wai Pounamu, it also has Tiriti-based partnerships with a number of other iwi: Ngāti Whātua, Ngāti Porou Hauora (Ngāti Porou), Ngāti Toa, Te Atiawa and Tipu Ora Charitable Trust (Te Arawa). The University's commitment to iwi aspirations and Māori development is articulated in its Māori Strategic Framework, which is a platform for the collective commitment to excellence in educational outcomes for all who come to Ōtākou Whakaihu Waka.

Pacific Strategic Framework

The University is strongly committed to Pacific student achievement and meeting the needs of Pacific Peoples. Its Pacific Strategic Framework signals its intentions to support Pacific students to succeed in their tertiary education journey. There are skilled staff members, both within the academic divisions and the service divisions, who are dedicated to supporting Pacific students through university study.



The University of Otago Ōtākou Whakaihū Waka

Students can choose from more than 200 undergraduate and postgraduate programmes and are taught by leaders in their fields. The high calibre of teaching at Otago is reflected by an unparalleled record of success in the country's Tertiary Teaching Excellence Awards.

Research excellence underpins all academic activity: around 3,500 of the University's students study at postgraduate level. Otago is the home of New Zealand's first medical school and only schools of dentistry and surveying. Otago also is New Zealand's only provider of a Radiation Therapy programme and an undergraduate qualification in Neuroscience. The University has leadership roles in national Centres of Research Excellence and partnership roles in the country's National Science Challenges. It also hosts multidisciplinary research themes and research centres, including two of the world's most highly regarded health and development longitudinal studies.

The teaching year generally runs from February to November, broken into two 13-week semesters. A number of programmes are offered via distance learning and a Summer School is held for six weeks during January and February.

In addition to research and teaching excellence, the University is committed through its Strategic Direction to local, national and international betterment; strong external engagement; sustainable capability; and providing outstanding student experiences and campus environments.

The main campus is located in Dunedin – internationally recognised as one of the most beautiful campuses in the world – with significant health sciences campuses in Christchurch and Wellington, as well as a presence in Invercargill and Auckland.

The University of Otago is also strategically committed to furthering the aspirations of Māori, and our Pacific neighbours, and has memoranda

of understanding with a number of iwi (tribes), in particular Ngāi Tahu, the mana whenua (the local tribal authority) of the University's main area of operation. With more than 85 per cent of students coming from outside Dunedin, the University offers a unique campus-based lifestyle, a special feature of which are the 15 residential colleges located close to the heart of all University activities.

Providing a world-class environment for students and staff is a priority and the University has embarked on a significant capital development programme in recent years. Otago was the first New Zealand university to achieve Fair Trade status and our Social Impact Studio fosters a culture of volunteerism among staff and students.

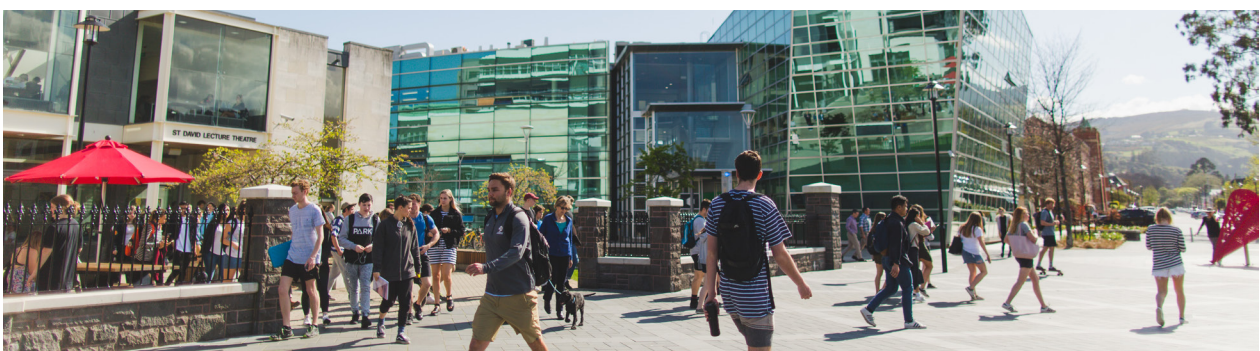
The University of Otago is committed to see sustainability embedded as part of its core ethos. Its Sustainability Strategic Framework clarifies its commitment to enable a consistent, productive focus on sustainability, and to better communicate its efforts at all levels of the organisation. The framework articulates twenty-two strategies and a wide range of activities, within six interdependent themes.

The University is recognised as a Rainbow Tick certified employer. This accreditation shows that it has met a standard of inclusivity with respect to staff sexual orientation and gender identity, and that it is committed to continuous improvement.

The University of Otago includes four academic Divisions: Health Sciences, Humanities, Sciences and Commerce. In 2023, the University had approximately 18,960 equivalent full-time undergraduate students and more than 4,000 equivalent full-time staff.

The University has recently completed a major refresh of its strategic direction, releasing Vision 2040 as its long-horizon aspirational plan, and Pae Tata, its medium-horizon plan to 2030.

Further information about the University can be found on our website: otago.ac.nz



Otago Business School

Te Kura Pakihi

The Otago Business School advances knowledge and practice in business, entrepreneurship, economics and management through research-led teaching, applied scholarship and strong engagement with industry and communities. With a proud history of innovation and international recognition, the School develops graduates and leaders who contribute to sustainable economic, social and organisational outcomes in Aotearoa New Zealand and worldwide.

Teaching and academic disciplines

The Otago Business School delivers a comprehensive portfolio of undergraduate, postgraduate and executive education programmes across business, economic, tourism, entrepreneurship and related fields. Teaching is strongly research-informed, industry-connected and internationally benchmarked, with a focus on developing analytical thinking, ethical leadership, creativity and professional capability.

Undergraduate programmes include:

- Bachelor of Commerce
- Bachelor of Entrepreneurship
- Combined degrees including Bachelor of Arts and Commerce and Bachelor of Commerce and Science

The Bachelor of Commerce offers majors in:

- Accounting
- Business Analytics
- Economics
- Entrepreneurship
- Finance
- Human Resource Management
- International Business
- Management
- Marketing
- Philosophy, Politics and Economics (PPE)
- Tourism

The Bachelor of Entrepreneurship provides a flexible, interdisciplinary programme designed for students seeking to develop entrepreneurial capability, innovation skills and venture creation experience across business, science, arts and health contexts.

Postgraduate programmes include the following:

- Master of Business
- Master of Sustainable Business
- Doctor of Business Administration
- PhD programmes across all major disciplines
- Executive MBA and Executive Education short courses

Programmes are designed to meet the needs of recent graduates, experienced professionals, senior executives and aspiring entrepreneurs, offering flexible learning pathways and strong industry relevance.

Campuses, leadership and structures

The Otago Business School is based primarily on the University's Dunedin campus, with teaching and executive education also delivered in Auckland and Queenstown. supported by strong national and international partnerships.

The School is led by the Pro-Vice-Chancellor (Commerce), who is also the Dean of the Otago Business School, supported by Heads of Department and programme directors Associate Deans responsible for academic leadership, teaching quality, research performance and strategic engagement.

- Academic departments include:
- Accountancy and Finance
- Economics
- Executive Programmes (MBA, DBA)
- Management
- Marketing
- Tourism

Scale and people

The Otago Business School is internationally recognised for high-quality research that addresses contemporary challenges in business, public policy, sustainability, technology, health systems and economic development. Research is strongly interdisciplinary, applied and outward-looking, engaging industry, government, iwi, communities and international partners.

The School holds triple crown accreditation, being accredited by AACSB, AMBA and EQUIS, and is a member of the prestigious Partnership in International Management (PIM) network – a status achieved by fewer than 1 per cent of business schools worldwide.

OBS Research centres and institutes

The School hosts a range of internationally recognised research centres and networks, including:

- Te Maae: Māori and Indigenous Economy and Enterprise Network
- CARE; Collaboration of Aging Research Excellence
- CEF – Climate Energy Finance Group

These centres foster collaboration across disciplines and contribute to high-impact research addressing business performance, sustainability, wellbeing, innovation and public policy.

Teaching excellence and student experience

The Otago Business School is committed to delivering a transformative educational experience that blends academic rigour with real-world relevance. Teaching emphasises experiential learning, ethical leadership, global perspectives and practical skill development.

Students benefit from:

- Highly flexible degree structures and interdisciplinary pathways
- International exchange opportunities with partner institutions in over 30 countries
- Executive in Residence programme
- Business case competitions, consulting projects and entrepreneurship challenges
- The Audacious startup programme, supporting venture creation
- The Visiting Executive Programme (VEP) seminar series
- Strong career development, mentoring and industry engagement

Graduates of the Otago Business School are highly sought after across business, finance, consulting, public policy, entrepreneurship, tourism, technology and the not-for-profit sector. They pursue leadership roles in Aotearoa New Zealand and internationally, contributing to economic growth, social wellbeing and sustainable development.



Living in Dunedin

Te noho ki Ōtepoti

The University of Otago's southern roots are anchored in its formal relationship with mana whenua Ngāi Tahu and the legacy of the city's Scottish settlers who established a university here within just 21 years of founding the province from which the University takes its name.

Ōtepoti is the Māori name for upper harbour area where Dunedin city was developed. The modern city boundary also includes the papatipu runanga at Ōtākou (at the end of the Otago Peninsula) and Puketeraki (in Karitane, to the north). Indeed, the wider area is rich with Māori history and stories of Ngāi Tahu whaunui, the mana whenua that settled here long before Europeans visited these shores.



Dunedin grew rich on the back of the 1860s Otago gold rush, a wealth that is reflected today in streetscapes of outstanding Victorian and Edwardian architecture. With a population of around 130,000, this is a small but sophisticated city, boasting many of the amenities and cultural richness usually only found in much larger urban centres, while still retaining its traditional friendliness and ease of getting around.

In Dunedin there is a strong performing arts sector, outstanding art galleries, museums and libraries. Dunedin is also recognised as a UNESCO City of Literature.

For those who enjoy sports, Dunedin offers world-class sporting facilities – including New Zealand's only covered stadium. For those who enjoy the outdoors, Dunedin has beautiful beaches and internationally acclaimed wildlife sanctuaries. The world's only mainland royal albatross colony is located on the headland above Otago Harbour.

The heart of the city is lined with cafes and restaurants, and modern shopping complexes trade alongside interesting boutiques and a weekly farmers' market that provides an outlet for much of the area's first-rate produce.

Thanks to the foresight of the early planners, there are many parks and green spaces, and outstanding views are commonplace from the city's hillside suburbs.

Dunedin is also the gateway to Central Otago: the resort towns of Wanaka and Queenstown – New Zealand's adventure capital – are just over three hours' drive away. Skiing, snowboarding, boating, mountain-biking and wine tasting are just a few of the many activities to be enjoyed.

However, it is education that is one of Dunedin's most defining features and its major industry. This is a true student city. In addition to the University of Otago, the city hosts a thriving polytechnic and excellent pre-school, primary and secondary education facilities.

University students, staff and their families comprise more than one quarter of the population of urban Dunedin, enriching the intellectual, cultural and sporting life of the city.

And, while Dunedin is located in the south of New Zealand, it is very well connected. The region has two international airports with direct flights to Australia, and Dunedin is New Zealand's first GigCity with one gigabit per second broadband services. Sister city relationships are fostered with Edinburgh (Scotland), Otaru (Japan) and Shanghai (China).

More information about living in Dunedin is available at dunedinnz.com

dunedin
www.DunedinNZ.com



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