# ACADEMIC ROLE DUTY STATEMENT
# Role-Specific Information

**(To be read in conjunction with the Position Description)**

## About this document

This document provides additional information specific to this role, including details about the work area, expectations, and selection criteria.

It is intended to complement the Academic Position Description (PD), which outlines the broader responsibilities and expectations of the role in line with Murdoch University's Academic Career Expectations (ACE) Framework.

To avoid duplication, information already included in the PD is not repeated here.

## Important information for applicants

This document focuses on what is specific to this role, School or discipline. It should be read alongside the Academic Position Description, which forms the primary reference for the role. The appointment level, scope of responsibilities and expected academic contribution will be determined at appointment and applied in accordance with Murdoch University's Academic Career Expectations (ACE) Framework, workload allocation principles, School priorities, and the strategic and operational needs of the University.

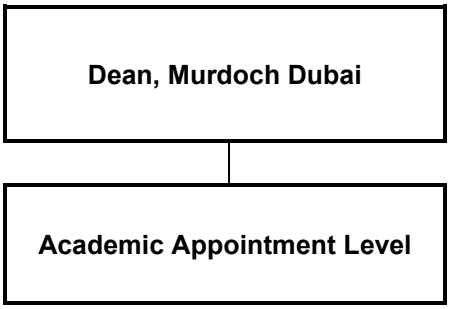
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| **Discipline / Subject Area** | Leadership, Management and Marketing |
| **Reports to** | Dean, Murdoch Dubai |
| **Division** | Global Engagement |
| **College** | Transnational Education |

## About The Work Area

The Leadership, Management and Marketing discipline at Murdoch University Dubai delivers contemporary business education that prepares students for professional practice, leadership, enterprise, organisational change, digital marketing, consumer insight, brand strategy and strategic management roles. The work area supports high-quality transnational education through curriculum consistency, assessment integrity, academic quality assurance, professional practice relevance, student success and industry engagement. The role contributes to research-informed teaching, applied scholarship, curriculum innovation, portfolio growth and continuous improvement, while working closely with Perth-based academic teams to maintain alignment with Murdoch University standards and Dubai campus regulatory expectations.

## Reporting Relationships

The position reports to the Dean, Murdoch Dubai. The role maintains close working relationships with Perth-based Unit Coordinators, relevant academic leaders, Teaching and Learning teams, student services and recruitment teams, Dubai-based academic staff, industry partners and professional networks to support curriculum consistency, moderation, student progression, discipline engagement and quality assurance.




## Role-Specific Focus

This role includes a particular focus on:

- Deliver and/or contribute to high-quality teaching in Leadership, Management and Marketing across relevant discipline areas, commensurate with the academic appointment level.
- Contribute to curriculum innovation, assurance of learning and assessment design that support professional relevance, academic standards and student success in business and management disciplines.
- Support technology-enhanced and practice-informed learning, including appropriate use of digital marketing tools, analytics platforms, case-based learning, simulations and contemporary management practice examples.
- Engage in scholarly activity, research, applied research and/or professional practice that strengthens research-informed teaching and contributes to the discipline, appropriate to the academic appointment level.
- Develop and maintain relationships with industry, professional networks and community stakeholders to enhance graduate employability, student engagement, outreach activities and discipline reputation.

## Selection Criteria

### Specific Knowledge and Competencies

- Demonstrated expertise in Leadership, Management and Marketing, with the capacity to teach across relevant specialist areas and contribute to discipline development commensurate with the academic appointment level.
- Knowledge of contemporary business and marketing practice, including digital transformation, artificial intelligence in marketing, customer experience, analytics, sustainability, responsible management, entrepreneurship and changing workforce expectations.
- Demonstrated capability appropriate to the academic appointment level in teaching, curriculum development, research, scholarly activity, professional engagement and/or academic leadership.
- Experience using discipline-relevant tools, platforms or approaches such as learning simulations, case-based learning, digital marketing platforms, customer analytics, social media analytics, market research tools or equivalent applications is desirable.
- Capacity to contribute to curriculum quality, moderation, professional engagement, scholarly activity, research and discipline development appropriate to the academic appointment level.

## Specific Qualifications

- Qualifications, professional standing and academic experience appropriate to the academic appointment level in Management, Marketing, Leadership, Business or a closely related discipline.
- A doctoral qualification, or progress toward completion, may be required or desirable depending on the academic appointment level and discipline requirements.
- Membership of, eligibility for, or association with a relevant professional body or industry network in management, marketing, leadership or business is desirable.
- Evidence of scholarly publications, research activity, industry engagement and/or professional practice relevant to Leadership, Management and Marketing, commensurate with the academic appointment level.

## Specific Work Requirements

- Delivery may include face-to-face, blended and online teaching across Leadership, Management and Marketing units in line with timetable, student cohort and program needs.
- Regular liaison with Perth-based academic staff and Unit Coordinators is required to support curriculum consistency, moderation, assessment integrity, grade processes and quality assurance.
- Ongoing engagement with business, management and marketing communities may be required to maintain discipline currency, professional relevance and student employability outcomes.
- Participation in accreditation, regulatory, outreach, industry engagement and student recruitment activities may be required, including occasional travel where appropriate.
- UAE law/requirements will apply where relevant.