

CITY UNIVERSITY OF HONG KONG
Post Specification for Head of Department of Marketing

The University

City University of Hong Kong (CityU) is funded by the Government of the Hong Kong Special Administrative Region through the University Grants Committee of Hong Kong. As a publicly-funded institution, the University is committed to nurturing and developing students' talents and creating applicable knowledge to support social and economic advancement. It is a dynamic, fast-growing university that is pursuing excellence in research and professional education. CityU has a growing international reputation and aspires to become a leading global university. It has made giant strides in the recent world university ranking exercises. It has been ranked 49th in world university rankings, and 4th among the world's top 50 universities under the age of 50 in the Quacquarelli Symonds (QS) 2018 survey. Besides, it has been ranked 1st in Engineering/Technology/Computer Sciences in Hong Kong according to ARWU 2016 survey, and 2nd Business School in Asia-Pacific region according to UT Dallas 2017 survey.

Academic Structure

The University has four Colleges (Business, Liberal Arts and Social Sciences, Science and Engineering, Veterinary Medicine and Life Sciences) and four Schools (Creative Media, Data Science, Energy and Environment, Law). The University offers a wide range of undergraduate and postgraduate degree programmes. The Bachelor of Veterinary Medicine programme commencing in the academic year 2017/18 represents a milestone in the development of veterinary education in Hong Kong and the region.

The Chow Yei Ching School of Graduate Studies strengthens the operation and development of all postgraduate programmes and fosters a nurturing ambiance for graduate studies.

The Campus

Strategically located in Hong Kong, the University is close to the Kowloon Tong station of the Mass Transit Railway and is readily accessible from all parts of the city. Its purpose-built campus offers state-of-the-art learning, teaching and research facilities in a high-technology environment, supported by an advanced computing network system. All facilities are within easy distance, enabling active staff-student interactions and participation in various on-campus activities.

The University has launched ambitious campus development plans to make better use of available space and provide top-quality facilities for its faculty and students. The state-of-the-art Run Run Shaw Creative Media Centre building, Li Dak Sum Yip Yio Chin Academic Building and Lau Ming Wai Academic Building were completed. These projects collectively add 60 percent more space to the campus for academic pursuits.

Quality Education

The University offers professional education to prepare its students for the challenges and exciting opportunities emerging in Hong Kong, the Asia-Pacific region and throughout the world. Through its extensive links with relevant industries, the University provides opportunities for students to work with and learn from professionals in the workplace.

The University has a strong team of experienced, globally-recruited academic staff with diverse research interests and professional expertise. Employing interactive, IT-based teaching methodologies, students acquire a first-rate grounding in their chosen subjects and the life-long learning skills needed for the real world. The University's unique Discovery-enriched Curriculum has the goal of giving all students the chance to make an original discovery.

Research

The University sees research as one of the key elements in its strategy to become a leading university in the region. The University concentrates its resources to achieve excellence in selected areas of research, and focuses on applied research with direct local and regional relevance. Over the past few years, the University has secured significant external funding from the University Grants Committee's General Research Fund and other sources to pursue relevant projects. Research institutes/centres have been established to provide the focus for interdisciplinary research in selected areas with the capacity and potential for international competitiveness.

An **Institute for Advanced Study** has been set up to gather some of the best minds in science and engineering, to pursue curiosity-driven ideas and studies, and to conduct unfettered research based on free and deep thinking. The University also obtained approval from the Ministry of Science and Technology of China to establish two State Key Laboratories and one Chinese National Engineering Research Center at the University: the **State Key Laboratory of Millimeter Waves**, the **State Key Laboratory in Marine Pollution** and the **Hong Kong Branch of National Precious Metals Material Engineering Research Center**. To extend the University's research impact beyond Hong Kong, two institutes are set up in the Mainland China, the **Shenzhen Research Institute** and the **Chengdu Research Institute**, providing permanent platforms for the research and development, incubation and innovation, as well as professional education and training in the Mainland.

(More information about the University is available at <http://www.cityu.edu.hk>)

The College of Business aims to be a globally-oriented business school, producing innovative and impactful business knowledge, and nurturing leaders for a sustainable future : a key business education hub – in China for the world. It offers world class teaching and research facilities, and aspires to deliver leadership in applied business research and education which reflects the region's longstanding strengths in international finance, management and manufacturing.

The College of Business has been consistently ranked as a world top tier business schools in recent years. In the latest UT Dallas Rankings, the College is ranked 32nd worldwide and 2nd in Asia based on its research contributions from 2013-2017 in 24 leading journals in major business disciplines. The College has achieved accreditation by premier agencies including AACSB International (The Association to Advance Collegiate Schools of Business), and EQUIS (EFMD Quality Improvement System from European Foundation for Management Development).

Currently, the College has six academic departments: Accountancy, Economics and Finance, Information Systems, Management, Management Sciences and Marketing.

Department of Marketing

The Department of Marketing aspires to be internationally recognised as a leading academic force in training future marketing professionals in the Asia-Pacific region. The Department cares about students and learning. It emphasizes both breadth (regional and global knowledge, language proficiency, communication skills, interactive digital media knowledge and creative thinking) and depth (problem-solving capability, subject-area knowledge and effective decision-making tools) in marketing education. The Department also focuses on professional excellence, and aims to develop mature and all-around business professionals with exposure to other disciplines and with a strong sense of social responsibility.

Job Specification

The Position

Title: Head, Department of Marketing

Reports to: Dean, and Provost through the Dean

Key Areas of Responsibility: The Head of Department will provide leadership and strategic direction in research and professional education for the Department. The Head will encourage and promote academic excellence, and steer the Department to enhance the mission and vision of the University in alignment with the University's Strategic Plan.

Specific Responsibilities:

- (1) Provide a vision for the future of the Department and lead the Department to fulfil the vision and mission of the University in accordance with the University's Strategic Plan;
- (2) Lead and manage the Department within the University's faculty structure;
- (3) Inspire faculty/staff to deliver ambitious academic development programmes which significantly enhance the experience of students and reinforce the University's academic position;
- (4) Shape and implement a structure that promotes high standards of research, knowledge transfer and student learning at local and international levels;
- (5) Act as a major liaison between the University and the external community.

The Person

Qualifications and Experience:

- (1) A doctorate degree and strong academic and professional qualifications, a distinguished record of teaching, research and scholarship, and substantial relevant experience in tertiary education;
- (2) Proven record of professional excellence and management experience, and effective leadership to foster high standards of scholarship.

Competencies and Personal Characteristics:

- (1) Strong professional stature that would command the respect of faculty members, community stakeholders, professional bodies and government advisory bodies;
- (2) Ability to attract, motivate and retain distinguished faculty members;
- (3) Outstanding management effectiveness and commitment to teamwork;
- (4) Strong communication and networking skills to build and nurture internal and external contacts to the benefit of the Department, College and the University.

Salary and Conditions of Service

The appointee will be offered appointment to an academic rank commensurate with qualifications and experience. The headship appointment will be on a concurrent basis for an initial period of about three years. Remuneration package will be attractive and driven by market competitiveness and individual performance. Excellent fringe benefits include gratuity, leave, medical and dental schemes, and relocation assistance (where applicable).

Application and Information

Further information on the post is available at <http://www.cityu.edu.hk>, or from the Human Resources Office, City University of Hong Kong, Tat Chee Avenue, Kowloon Tong, Hong Kong [Email : mktsearch@cityu.edu.hk/Fax : (852) 2788 1154 or (852) 3442 0311].

To apply, please submit an online application at <http://jobs.cityu.edu.hk>, and include a current curriculum vitae. Nominations can be sent directly to the Human Resources Office, or email to "mktsearch@cityu.edu.hk". **Applications and nominations received by 31 August 2018 will receive full consideration.** The University's privacy policy is available on the homepage.

Candidates are requested to supply a publication list, where appropriate, in the following manner:

- (1) List of publications under the following headings and in chronological order - books, book chapters, journal articles, conference proceedings, reports, letters or short communications. Please also list the order of authors as they appear and the percentage of contribution in such publications.
- (2) Highlight the most recent five papers or five papers containing the candidate's most significant work in the publication list with asterisks. Published reviews or citations of the work may also be provided in support of its significance.

Candidates selected for the final interview may be invited to visit the University.

City University of Hong Kong is an equal opportunity employer and we are committed to the principle of diversity.

July 2018