

Academic Developer in Digital Marketing

Company:

Audencia

Location:

France / Paris

Discipline:

Digital Marketing

Employment Type:

Full-time, non-fixed term contract

Posted:

2022-11-09

Contact Person:

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Academic Developer in Digital Marketing

Position reference MKT23-RDA-AKA

Audencia (www.audencia.com) invites applications for a position as an Academic Developer in Digital Marketing. The position is for a full-time, non-fixed term contract based in Paris.

Position requirements

We are looking for applicants for a position in Digital Marketing to enrich our pedagogical portfolio in 'Digital and Data Driven Marketing' disciplinary area. Applicants shall hold a Master degree or an MBA. They shall be able to demonstrate excellent teaching and pedagogical aptitude in Digital Marketing at UG, PG and Executive teaching level. Priority will be given to candidates with considerable professional experience in User Experience (UX), Website and Mobile App development, Content Marketing etc. Working and conceptual knowledge of Web 4.0 and 5.0, Digital Transformation and Growth Marketing will also be an asset. The successful candidate must be willing to lead and manage Master level programmes, organise industry visits and be able to use industry grade software as part of his/her teaching and learning practice. He/she must also be willing to partake in various course development and course management activities in relevant subject areas, and help develop further industry links in the form of projects and chairs. Being able to teach in English is mandatory and being able to teach in French is advantageous but not essential. Applicants should demonstrate ability to work autonomously.

Position overview

The new faculty member will join our Marketing Department, consisting of 24 core faculty members. The Marketing Department is highly reputed internationally within the business schools with a diverse portfolio of academics and researchers. Our research, pedagogy and citizenship initiatives are developed on 'Marketing Reinvented' theme to tackle the evolving challenges resulting from the new industrial revolution. The department has strong strategic pedagogical agendas in 4 key areas: 'Consumer Centricity', 'Marketing and Society', 'Digital and Data Driven Marketing', 'Transformation of Retail'. The Marketing Department is also a strong driving force within the new pioneering ecological and social sustainable school of thought – Gaïa. The department is rapidly expanding with four pioneering MSc programmes to launch in 2024.

The School

Audencia is triple accredited (AACSB, EQUIS and AMBA) and one of the leading European and French business schools. The school offers a wide range of programs including Bachelors, BBAs, the MS Grande Ecole, MScs, MBA, Executive MBA, European Master in Management, Doctorate and Executive Education Programmes, with 161 core faculty members representing 36 countries. The school is very dynamic, it has grown significantly in the recent years and will continue to do so with new positions opening in the future.

Audencia fosters both high-quality research and high-quality pedagogy and has a workload model that allows faculty to place emphasis on either of the two.

There are a number of benefits attached to the contract including performance-based bonuses and family medical coverage.

Environment

The school has campuses in France and abroad. This position is primarily based in Paris but successful candidate must also be willing to teach and manage programmes in Nantes and China.

Application

Candidates should send a cover letter, a recent curriculum vitae including, evidence of teaching experience, and contact information of two referees by e-mail to: Prof. Thibaut BARDON, Associate Dean for Faculty: faculty-recruitment@audencia.com.

Please quote reference **MKT23-RDA-AKA** in the subject of your email.

Review of applications will begin on 15th November 2022 and will continue until the position is filled.

For more information

Marketing Head of Department: Prof. Ronnie Das, rdas@audencia.com

Audencia Marketing department: <https://faculte-recherche.audencia.com/en/departments/marketing/>

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