

Assistant Professor in Marketing / Advertising

Company:

Dublin City University Business School (DCUBS)

Location:

Ireland / Dublin

Discipline:

Marketing / Advertising

Employment Type:

3 Year Fixed Term Contract

Posted:

04/04/2025

Contact Person:

If you wish to apply for this position, please specify that you saw it on AKADEUS.

Assistant Professor in Marketing/Advertising

DCU Business School

3 Year Fixed Term Contract

Dublin City University (DCU) is a leading innovative European University, proud to be one of the world's leading Young Universities. DCU is known as Ireland's University of Impact, with a mission to 'transform lives and societies' and focuses on addressing global challenges in collaboration with key national and international partners and stakeholders.

Further information concerning DCU Business School is provided in the Information Pack for Candidates available [here](#).

Role Profile

We are seeking a dynamic and motivated individual to join the Enterprise and Innovation Group within DCU Business School as an Assistant Professor in Marketing/Advertising. The successful candidate will conduct high quality research and teaching in the fields of Marketing/Advertising. They will actively contribute to the School's external outreach activities and collaborate with industry partners to drive innovation. The successful individual is expected to contribute to key aspects of academic life, including programme

management, research supervision, and the broader service activities of both the School and the University.

Qualifications and Experience

Essential

- Individuals should have or be near completion of a PhD or equivalent (NFQ Level 10) in Marketing or a closely related field.
- A strong academic foundation with expertise in either quantitative or qualitative research methods relevant to Marketing/Advertising.
- A well-defined research plan with evidence of published work and/or strong potential for publishing in high-impact international journals.
- Evidence of successful teaching, with a dedication to the highest quality of teaching and learning in marketing or advertising related topics.
- Ability to develop and maintain international networks and collaborations within the academic and professional communities.
- Excellent interpersonal and communication skills, with the ability to interact effectively with students, colleagues, and external stakeholders.
- Evidence of a collegial and collaborative approach to teaching, research, and service.
- Strong evidence of successful teamwork and a collegial approach, with a willingness to contribute to the development and success of the department and school.
- A demonstrated ability or potential to contribute to the further development of the School's national and international reputation in teaching, research and industry engagement.

Desirable

- Relevant industry experience would be advantageous.
- An established network of contacts in professional or industry organisations that could benefit the School's engagement with external stakeholders and would enhance teaching and research initiatives.
- Familiarity with innovative teaching technologies and methodologies that can enhance student learning outcomes.
- Experience in making research funding applications (or the capability to do so in the future) to national or international grant agencies, industry partnerships, or other external sources.

Salary Scale:

Assistant Professor - €63,311 - €101,461

Appointment will be commensurate with qualifications and experience and in line with current Government pay policy.

Closing date: Monday, 19th May 2025

Provisional Interview Dates: End June - Mid July 2025

Informal Enquiries in relation to this role should be directed to:

Professor Regina Connolly, Head of the Enterprise and Innovation Group, DCU Business School, Dublin City University.

Email: regina.connolly@dcu.ie

Please apply as described below.

Application Procedure:

Please submit your application through the online system at www.dcu.ie/people/jobs, in order to be considered, you must upload:

1. Curriculum Vitae
2. Cover Letter
3. Completed application form (blank forms can be downloaded from the bottom of the Vacancy).

Please note, if all items are not uploaded, the application will be deemed incomplete, and will not be processed.

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