

Lecturer in Marketing

Company:

Aalto University School of Business

Location:

Finland / Helsinki

Discipline:

Employment Type:

Permanent Full-time

Posted:

04/09/2025

Contact Person:

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

Aalto University is where science and art meet technology and business. We shape a sustainable future by making research breakthroughs in and across our disciplines, sparking the game changers of tomorrow and creating novel solutions to major global challenges. Our community is made up of 120 nationalities, 14 000 students, 400 professors and close to 5000 faculty and staff working on our dynamic campus in Espoo, Greater Helsinki, Finland. Diversity is part of who we are, and we actively work to ensure our community's diversity and inclusiveness. This is why we warmly encourage qualified candidates from all backgrounds to join our community.

[The Aalto University School of Business](#) is the leading business school in Finland. The School has been granted the most important international quality accreditations in its fields and holds the Triple Crown status: AACSB, AMBA, and EQUIS – an honor held by some 1% of business schools worldwide. It is among the best business schools in Europe in terms of research excellence, its portfolio of pioneering B.Sc., M.Sc., Ph.D., executive education programs, and its contributions to society. We are committed to identifying and solving grand societal challenges and building an innovative future. The Aalto University School of Business was placed 3rd among the Nordic Business Schools and 37th in the overall European Business Schools Ranking 2020 published by the Financial Times. The ranking lists the top 80 business schools in Europe.

[The Department of Marketing](#) at Aalto University School of Business invites applications for

Lecturer position (permanent) in Marketing

The call is targeted to individuals seeking a University Lecturer or Senior University

Lecturer position in the [Aalto University lecturer career system](#). For this position, we will consider applicants with expertise in the field of Marketing, with a specific focus placed on marketing management: marketing communications, customer journey/relationship management, sales and sales management, pricing, and brand management. The appointment is scheduled to start in January 2026; however, the exact start date is flexible and can be negotiated.

Your role and goals

As a University Lecturer/Senior University Lecturer, you will contribute to Aalto University School of Business and, particularly, its Department of Marketing as a teacher and researcher, contributing particularly to the continuous development of our research-based educational offerings. In particular, we expect you to contribute to our undergraduate program by:

- Teaching diverse courses in Marketing (particularly at the BSc level),
- Supervising BSc theses,
- Developing and managing the department's life-wide learning (LWL) curriculum, including a massive open online course (MOOC) on the Principles of Marketing.

The work time allocation between different tasks is negotiable and varies between 50-70% teaching, 20-30% research, and 10-20% service activities.

Your network and team

The Department of Marketing is a thriving and dynamic community of faculty, researchers, staff, and students. The Department has earned international acclaim for its ambitious and rigorous research output (e.g., QS worldwide rank #44, Europe #16). We offer the successful candidate the opportunity to teach and do research in a vibrant and active international community.

Your experience and ambitions

The ideal candidate would be someone who meets the below criteria, especially through showing experience in marketing research as well as extensive and varied teaching experience in marketing at university-level.

- A doctorate in marketing or closely related discipline.
- Ability to design and deliver high-quality, research-led educational offerings in the broad area of marketing, and in the specific field of marketing management.
- Experience in supervising and teaching undergraduate students. Experience in supervising and teaching postgraduate students is expected for Senior University Lecturer applicants.
- Experience in developing educational offerings on a module or programme level and experience in programme management is expected for Senior University Lecturer

applicants.

- Competence to carry out independent and original academic research, as evidenced by high-quality publications in highly regarded, peer-reviewed journals.
- Effective communication skills, both written and oral, in English. Finnish proficiency is considered as an advantage.

The applicants will be reviewed based on their teaching, research, and academic service/administrative activity in the scientific community relative to their career stage.

What we offer

The position is a permanent and full-time position, which will be filled at either University Lecturer or Senior University Lecturer level. The position comes with a competitive salary that is determined based on experience and qualifications of chosen candidate according to the salary system of Aalto University. In addition, Aalto University provides its employees with occupational health care services and retirement benefits.

We offer the successful candidate the opportunity to teach and do research in a vibrant and active international community:

- **Meaningful and inspiring environment.** We are proud of our purpose to shape a sustainable future. We spark the game changers of tomorrow, and renew society with research-based knowledge, creativity and an entrepreneurial mindset.
- **Culture that inspires and includes everyone.** All our work is guided by the values of the university: responsibility, courage, and collaboration. It's the people that create Aalto, now and in the future. We want to be an open community where equality and inclusion enable curiosity, innovation, collaboration and wellbeing.
- **Responsible and meaningful role** with true impact in our students' success, and in the end, in the development of our society.
- **Support, coaching and sparring** when you feel you need it.
- Great possibilities for **competence development and learning.** We constantly keep learning to find the most impactful ways to empower – and invest in – our people.

Our vast array of professional development opportunities means you will grow and learn, having the chance to participate actively in staff trainings and development projects based on your interests and needs. We value work-life balance and well-being in all aspects of life. We work in a hybrid model, with the primary workplace located at the Otaniemi Campus in Espoo, Finland. Life on the revitalized campus is vibrant, featuring stunning architecture, tranquil nature, and a variety of cafes, restaurants, and services, all complemented by excellent public transportation connections.

Join us!

If you want to join our community, please submit your application through our recruitment system [Workday](#) no later than **September 30, 2025** at 23:59 EET (UTC+2). Aalto University's employees and visitors should apply for the position by using their existing Workday user account. Please see how to do it [here](#).

To apply, please share the following application materials with us in English as a single file in PDF format ('lastname_firstname_application.pdf'):

- Cover letter specifying whether you are applying for the position of University Lecturer or Senior University Lecturer
- Curriculum Vitae—The CV should include the sections that are presented in the [template](#) recommended by The Finnish Advisory Board on Research Integrity
- List of publications, with the most significant publications highlighted
- Teaching portfolio according to Aalto University's guidelines—see [Teaching portfolio guidelines for candidate](#)
- Research statement describing past and future research (1-2 pages).

For more information about the role, please contact the Head of Department, Associate Professor Johanna Frösén at johanna.frosen(at)aalto.fi or +358 50 313 2848. For questions related to the application process, please contact HR Partner Elisa Utriainen at elisa.utriainen(at)aalto.fi. For more information about the Department of Marketing, please visit the [department's website](#).

About the recruitment process

Only applications submitted through Workday will be considered. Shortlisted applications are submitted for review by one or more external expert and applicants invited for a site visit at the department that includes a teaching demonstration and an interview. Site visits will be held in late October/early November. Finally, the departmental recruitment committee makes a proposition about the candidate to be recruited to the Dean of Aalto University School of Business.

Aalto University reserves the right to use external reviewers during the recruitment process. Aalto University also reserves the right, in justified cases, to leave the position open or to extend the application period.

Want to know more about us and your future colleagues? You can watch these videos:

- [This is Aalto University!](#)
- [Aalto University – Towards a better world](#)
- and [Shaping a Sustainable Future](#).

Read more about working at Aalto: <https://www.aalto.fi/en/careers-at-aalto>

Check out our new virtual campus experience: <https://virtualtour.aalto.fi>

About Finland

Finland is a great place for living with or without family – it is a safe, politically stable and well-organized Nordic society. Finland is consistently ranked high in quality of life and was listed again as the happiest country in the world: [World Happiness Report 2025](#)

For more information about living in Finland: [Aalto Careers for International Staff](#)

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