

Assistant Professor in Digital Marketing

Company:

IÉSEG School of Management

Location:

France / Paris

Discipline:

Digital Marketing

Employment Type:

Permanent Full-time

Posted:

05/11/2025

Contact Person:

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

1 ASSISTANT PROFESSOR IN DIGITAL MARKETING (Paris Campus)

In response to its continuous growth, IÉSEG School of Management is looking for a full-time professor in **Digital Marketing at the Assistant level** (Paris Campus, starting September 2026). He/She/They will be a part of the Department of "Marketing and Sales".

ABOUT IÉSEG SCHOOL OF MANAGEMENT

- IÉSEG holds the "**triple crown**" of international accreditations (AACSB, AMBA & EQUIS) and is a member of the "Conférence des Grandes Écoles". The School offers Bachelor, Master and Post-Graduate Degrees as well as Executive Education programs.
- IÉSEG is one of the leading French business schools in terms of research. The IÉSEG Research Center is accredited by the French CNRS (National Center for Scientific Research). The school actively **promotes research, provides resources** for active scholars and **offers financial bonuses** for high quality international peer-reviewed research publications.
- IÉSEG offers a **dynamic and international work environment** with over 40 different nationalities represented. Crucial to the school are its core **values**: Accomplishment, Responsibility, Integrity, Solidarity and Engagement. The school's ambition is to **empower changemakers for a better society**. The school offers employees a competitive salary, a relocation allowance and housing search assistance, French social security benefits, complementary health insurance, meal vouchers, a profit-sharing plan, and a contributory pension scheme. Our satisfaction survey among new hires shows that 100% of the respondents were (very) satisfied with the organization of their arrival on campus.
- Our **Lille Campus** is in the heart of the Northern French city of Lille (within the triangle

made up by London, Paris and Brussels). Our **Paris Campus** is located in the biggest European business district of “La Défense”. Both premises have an excellent classroom infrastructure as well as an energizing research environment.

More information about IÉSEG School of Management is available online at: <http://www.ieseg.fr/en/>

ABOUT THE MARKETING AND SALES DEPARTMENT

The department consists of over 40+ full-time academics in the areas of Marketing, Digital Marketing, Consumer Behavior or International Marketing. The School provides ample resources to support a variety of research interests and activities. IÉSEG promotes cross-disciplinary research and maintains an excellent network with overseas institutions for collaborative work. Over the last few years, faculty members have been successful in publishing their research papers in top-tier refereed international journals.

ABOUT THE POSITION

The position includes both a research and teaching mission. The balance between both will be adjusted to the selected candidate's profile.

Through **research**, the selected candidate will contribute to the vibrant research community at IÉSEG. He/she/they is therefore expected to hold a **PhD**, have a strong publication record (or potential for Assistant Professors) in top-tier refereed journals listed in AJG, as well as a good international network.

In terms of **teaching**, the selected candidate will teach courses in Digital Communication, Digital Analytics, Marketing Analytics, Platform Design, Digital Content, and Omnichannel Retailing at the undergraduate, graduate, and/or postgraduate levels. In addition, he/she/they will contribute to the development of the Department's programs. As such, we are looking for candidates with **strong pedagogical skills**, and who are fluent in **English**, as most courses are taught in this language. Professional experience and knowledge of French are a plus, but not a requirement.

Finally, we are looking for candidates who embody our core values of **Accomplishment**, **Responsibility**, **Integrity**, **Solidarity**, and **Engagement**, and fit our diverse and international culture in which over 50 nationalities are represented. IÉSEG places tremendous value on diversity and inclusion, and we therefore encourage applications from all backgrounds. Underrepresented groups in academia (notably women, minority ethnic groups, people identifying as LGBTQIA+, people with a (non-)visible disability, and people from lower socio-economic backgrounds and/or economically developing countries) are particularly encouraged to apply, as we are highly committed to ensuring that IÉSEG reflects and benefits from the diversity present in society.

APPLICATION PROCEDURE

Apply by filling out the application form available at:

<https://recruitment.ieseg.fr/jobs/6715236-digital-marketing-1-assistant-professor?promotion=1701247-trackable-share-link-akadeus>

When applying, please upload a **single pdf file** merging the following documents:

- A CV
- The names, affiliations, and email addresses of referees (recommendation letters are

- required at a later stage in the application process)
- A cover letter explaining your motivation to work at IESEG
 - A research and a teaching statement
 - One working paper
 - Recent teaching evaluations (if available)

For any further questions, please contact us by e-mail at permanentfaculty.recruitment@ieseg.fr

THE CLOSING DATE FOR APPLICATIONS IS DECEMBER 1st, 2025. AFTER THIS DEADLINE, APPLICATIONS WILL BE REVIEWED TO CONTACT SHORTLISTED CANDIDATES AND ORGANIZE INTERVIEWS IN JANUARY-MARCH 2026

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