

Professor of Marketing (Fashion, Beauty and Luxury Industries) with Programmes Leadership

Company:

Institut Français de la Mode

Location:

France / Paris

Discipline:

Marketing (Fashion, Beauty and Luxury Industries)

Employment Type:

Permanent Full-time

Posted:

24/11/2025

Contact Person:

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

Professor of Marketing (Fashion, beauty & Luxury Industries) with Programmes Leadership

Full-time | Permanent Position

Location: Paris

Start date: As soon as possible

Institut Français de la Mode is seeking an exceptional academic with expertise in **Marketing**, with a strong interest in **luxury, fashion, and beauty industries**. This senior faculty role combines **high-impact academic research, innovative teaching, and strategic leadership of programmes and industry initiatives**.

We welcome applications from candidates with an international perspective, a strong research record, and the ambition to contribute to the global influence and academic excellence of our institution.

About the Role

The successful candidate will contribute significantly to teaching, research, programme leadership, and industry engagement. Key responsibilities include:

1. Teaching & Pedagogy

- Deliver high-quality teaching in **fashion marketing, brand management, consumer behaviour, communication**, and other subjects related to fashion, beauty, and luxury, aligned with the candidate's expertise.
- Supervise **Master's-level research projects**, ensuring academic rigour and student support.
- Develop innovative **learning materials and pedagogical approaches—delivered both online and in person**—grounded in up-to-date academic research and emerging industry practices.

2. Programme Leadership

- Serve as **Director** of a full-year Executive Education graduating programme welcoming a diverse and international cohort.
- Lead a small team of programme coordinators to ensure smooth delivery and continuous improvement of the programme.
- Oversee student recruitment, including interviews, applicant assessment, and selection.
- Collaborate closely with the Communication & Marketing team to promote the programme locally and internationally.

3. Chair Leadership

- **Lead an academic research and teaching chair**, shaping its strategic direction, developing research agendas, coordinating industry partnerships, and ensuring strong visibility for its outputs.
- Conduct and publish **high-quality academic research** in marketing, consumer behaviour, and the luxury/fashion/beauty sectors.
- **Produce research-driven content with strong media impact**, co-created with Master's students and in collaboration with beauty and fashion industry partners committed to transforming industry practices, education, and research.
- Contribute to the institution's visibility and influence through conferences, publications, events, and cross-sector collaborations.

4. Industry Engagement & Ecosystem Building

- Build and maintain strong relationships with **fashion, beauty, and luxury industry partners**.
- Develop collaborative projects, guest lectures, research partnerships, and executive education initiatives.
- Organise events to highlight the programme, the school's work, and faculty achievements.

About You

The ideal candidate will bring a combination of academic excellence, leadership capabilities, and an international outlook.

Essential Skills & Qualifications

- A proven research track record in **Marketing** or related fields, ideally with a focus on **consumer behaviour, luxury, or fashion**.
- Demonstrated ability to produce high-quality scholarly work and contribute to the institution's research environment.
- Excellent teaching skills with the ability to engage diverse and international learners.
- Strong strategic and creative vision, with the desire to develop and grow academic programmes.
- Outstanding written and oral communication skills in **English**.
- Empathy, cultural sensitivity, and active listening skills, suitable for working with a diverse community.

Desirable Skills

- Experience with international academic standards (research, programme accreditation, curriculum design, etc.).
- Professional or academic experience in luxury, fashion, or beauty industries.
- The ability to speak **French** is an asset.

What We Offer

- An opportunity to influence and shape a distinctive academic programme with global reach.
- A dynamic, creative academic environment committed to innovation, impact, and excellence.
- Strong institutional support for research, industry outreach, and professional development.

How to Apply

Please submit the following documents:

- A cover letter outlining your suitability for the role
- A full CV including research outputs
- A statement of teaching philosophy and research interests
- Contact details of two referees

Salary : dependent on skills and experience

Applications should be sent to: Leyla Douci ldouci@ifmparis.fr

Application deadline: 15 dec 2025

Contact Person:

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