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JOBS IN BUSINESS SCHOOLS

Assistant Professor in Data-driven Marketing with a special focus on Marketing Intelligence and Analytics

Company:
NOVA IMS

Location:
Portugal / Lisbon

Discipline:
Data-driven Marketing with a special focus on Marketing Intelligence and Analytics

Employment Type:
Permanent Full-time

Posted:
20/02/2026

Contact Person:
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FACULTY POSITION, ASSISTANT PROFESSOR DATA-DRIVEN MARKETING (MARKETING INTELLIGENCE & ANALYTICS)

The Position

NOVA Information Management School (NOVA IMS), Universidade Nova de Lisboa, invites an expression of interest for a position as an Assistant Professor in **Data-driven Marketing with a special focus on Marketing Intelligence and Analytics**.

The position is to be filled in NOVA IMS' facilities in Lisbon, Portugal.

Salary and conditions are competitive and will be commensurate with qualifications and experience.

Qualifications

NOVA IMS seeks a candidate with a strong commitment to excellence in scholarly research and teaching. (S)He will be expected to teach in graduate program classes related to Marketing with the following areas of expertise:

- Brand Management
- Strategic Growth in Marketing
- Neuromarketing
- Marketing Research
- Marketing Analytics

Successful applicants should have a strong academic background and an international profile in the aforementioned areas of expertise, with a record of research publications in top-ranked journals. Moreover, relevant experience in obtaining funding and managing national and international research projects will be considered an advantage.

The successful candidate should be able to provide strong, committed leadership in education, including curriculum development, program coordination, educational innovation, the preparation and delivery of lectures, seminars, and tutorials, student consultation, and grading and assessment.

The main requirements for applicants are listed below:

- PhD or doctoral degree from a recognized university
- Excellent scientific achievements, documented by internationally recognized publications: ABS List (levels 3 or 4), FT List, Scopus (Decile 1)
- Excellent didactic skills
- Demonstrate an excellent teaching ability at the graduate level
- Ability to supervise Master's and PhD/Doctoral students
- High capacity to develop pedagogical innovations and to manage a programme
- Excellent communication skills (oral, written, presentation)
- Proficient in English (oral and written)
- Ability to teach in English
- Collaborative skills, initiative, goal-oriented, organization, and capacity to work in an interdisciplinary environment.

The School

NOVA Information Management School (NOVA IMS, www.novaims.unl.pt) is the School of Information Management and Data Science of Universidade Nova de Lisboa. It is one of the 9 academic units of Universidade NOVA de Lisboa, a university institution with internationally recognized research and quality teaching.

It is dedicated to converting data into value under the motto “Data with Purpose” through teaching, research, and development, largely supported by international partnerships, and it offers a unique research environment to address its main research challenges.

The quality of its training is recognized globally through national and international accreditations and outstanding positions across fields, including the Eduniversal ranking (seven of its master's and postgraduate degrees are recognized among the best in the world in their respective areas).

NOVA IMS has more than 30 years of accumulated experience in data processing and analysis, which it now puts at the service of digital transformation and the “Big Data” environments in which we live, namely through a wide range of laboratories (NOVA ANALYTICS LABS powered by NOVA IMS). Today, it has more than 3,000 students from 81 countries and maintains high levels of internationalization across all its activities, from Lisbon to the world.

How to apply: Interested candidates are invited to send the application material listed below via email to rh@novaims.unl.pt (mentioning the reference of the application):

- A cover letter including motivation to join NOVA IMS
- A complete curriculum vitae with a list of publications and a list of taught courses
- A copy of the three most significant recent journal articles
- Two letters of recommendation.

Reference: NOVAIMS_Marketing

Application deadline: March 20th, 2026

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