

Full-time Academic Position in Digital Marketing

Company:
UCLouvain

Location:
Belgium / Louvain-la-Neuve

Discipline:
Digital Marketing

Employment Type:
Permanent Full-time

Posted:
02/10/2026

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

Reference: 38662 / LSM 020 / 2027

UCLouvain seeks to recruit

A full-time academic position in Digital Marketing

Main campus: Louvain-la-Neuve

About us

UCLouvain is the leading French-speaking university in Belgium and is also widely recognised internationally. Founded in the heart of Europe in 1425, the university brings together 40,000 students and 6,000 staff members on nine campuses in Brussels and Wallonia. Research and education activities are organised in 20 faculties, 23 research institutes, 5 learning centres and 18 libraries. UCLouvain also has two university hospitals.

UCLouvain is a major player in the transition to a sustainable society. The challenges of the ecological crisis are integrated into courses and the university develops numerous local projects (such as a university farm and sustainable campuses). As a digital university, UCLouvain is involved in open science and education, and trains academics in innovative teaching practices through its Louvain Learning Lab. Thanks to two science parks, the university's research benefits from interaction with 250 companies and 3 incubators, which is fuelled further by being at the centre of a region driven by technological innovation.

UCLouvain has a strong tradition of international collaboration in both teaching and research. These partnerships take shape through numerous exchange agreements, its firm commitment to the European alliance Circle U. and the network The Guild, as well as the welcoming of a large community of international researchers, supported by the Louvain Welcome Desk.

The University's staff policy is based on five pairs of values which are fundamental pillars of the way the University operates, works and lives together:

<https://uclouvain.be/fr/emploi/politique-personnel.html>

Post description

Within the Louvain School of Management (LSM) and the Louvain Research Institute in Management and Organizations (LouRIM), Social Sciences and Humanities Sector, this position will include the following teaching, research and community service duties:

Teaching

Developing, in future managers, high-level skills in digital marketing at the intersection of marketing, digital transformation management, and the development of digital business models, through a deep understanding of digital systems and artificial intelligence, as well as data management, digital ethics, and sustainability. Such development is crucial to supporting business growth, addressing societal challenges, and aligning with LSM's educational strategy.

As this is a position based in Louvain-la-Neuve, you will be involved in Bachelor's and Master's programmes. You may also be required to undertake teaching duties during off-peak hours (HD). Overall, your presence will help to expand the capacity for supervising dissertations and diversify teaching approaches, whilst ensuring a stronger interdisciplinary presence.

Research

Contributing to the strengthening of an already well-established marketing team with recognized expertise, particularly in consumer behavior and services marketing. In this context, you will develop a research program in digital marketing and digital transformation management, addressing the ongoing transformations of digital environments.

Research areas include, but are not limited to: consumer behavior, customer experience, algorithmic personalization, gamification, digital health, as well as interactions between consumers, organizations, and technologies (platforms, social media, artificial intelligence, including large language models).

Your work will focus on the rigorous analysis of transformations in behaviors, experiences, and value creation processes in digital contexts. While approaching digital marketing solely from a technical perspective is not expected, the research program should nevertheless adopt quantitative and data-driven approaches, relying on data analysis and

advanced methods. It should also incorporate a critical perspective on the ethical, sustainability, and societal implications of digital marketing. Attention to the impact of social media, digital platforms, and artificial intelligence on professional practices will be valued.

In this perspective, you will be expected to develop interdisciplinary collaborations (e.g., psychology, economics, data science, environmental studies) as well as applied research projects with external partners (notably firms and public institutions), while embedding your research within international networks, all capable of attracting competitive funding and enhancing the international visibility of UCLouvain in these areas.

In addition ...

Once tenured, you will carry out various service activities and responsibilities within the institution, such as being a member of a programme committee or examination committee or having management responsibilities within the faculty or research institute.

You will also contribute to serving society, particularly in the economic, social, cultural or development cooperation fields. Finally, you will ensure, through research and teaching activities, the university's international visibility.

Who we're looking for

Education

You have a PhD in Management, Marketing, Economics or equivalent.

Experience

You have a proven track record in university teaching, with evidence where possible by formal evaluations. Your strong scientific standing is demonstrated by an established record of high-quality publications in internationally recognized journals.

You have supplemented this with an extended stay or significant experience abroad, outside the institution that awarded your doctorate.

Skills

You are comfortable working as part of a team of academics and integrate research results into your teaching. You are capable of conducting high-level scientific research, from obtaining funding to team management. You are creative, open to pedagogical innovation and multidisciplinary.

You can communicate in French and English. If this is not the case, you undertake to acquire a command of these two languages within two years of taking up your position. Knowledge of other languages is an asset.

Specifically

- Expertise in sustainable and digital marketing
- Ability to teach in French and English
- Proven experience in academic research
- Openness to and interest in interdisciplinary collaboration

What we offer

- Tenure after positive assessment of the probationary period – typically four years. This type of career entitles you to a public sector pension.
- Appointment as lecturer or professor according to your previous academic experience, as determined by the Rectoral Council.
- Teaching load capped at 90 hours for a full-time tenure-track position, and 150 hours once tenured.
- An attractive and progressive salary according to seniority and the promotion process.
- A start date of 1 September 2027 at the earliest.
- An integrated leadership and management training programme, including a range of pedagogical, linguistic and other training courses.
- Benefits including transport, family, culture, commercial, etc.
- Official policy that supports equal opportunities and promotes diversity within academic and all other categories of staff.
- Specific emphasis on a work-life balance.

Practical Information

Application deadline: 5 November 2026 at noon (UTC+1 Time Zone)

Starting date: September 1st 2027

Location:

Social Sciences and Humanities Sector

(LSM) (<https://uclouvain.be/en/faculties/LSM>)

(LRIM) (<https://uclouvain.be/en/research-institutes/LRIM>)

Need more information?

Questions about this **position:**

Prof. Matthieu de Nanteuil, Dean LSM – doyen-lsm@uclouvain.be

Prof. Karine Charry, President LRIM – president-lourim@uclouvain.be

Questions about the **procedure**:

Madam Céline Brauns, Rector's Office, celine.brauns@uclouvain.be

Questions about **online application**:

Madam Andreea Chiriac, Rector's Office, secretariat-vrpp@uclouvain.be

Interested?

Applications must be submitted exclusively via UCLouvain's online recruitment system; submissions through other channels will not be considered.

Full details regarding the application procedure are available at:

<https://www.uclouvain.be/en/careers/submit-your-application>

Applications must include one single PDF file containing the following documents:

- a cover letter (to be included in the single PDF as well as in your candidate profile);
- a detailed and up-to-date curriculum vitae (to be included in the single PDF as well as in your candidate profile);
- a copy of the official doctoral degree certificate;
- a complete publication list, including a summary of three recent and significant publications;
- a teaching statement;
- a research statement presenting the proposed research programme for the next five years.

Shortlisted candidates invited for an interview will subsequently be asked to provide:

- a PhD project proposal, with a view to the possible recruitment of a doctoral candidate during the first year of appointment;

three to five letters of reference, submitted directly by referees according to the instructions provided by the University.

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