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JOBS IN BUSINESS SCHOOLS

Assistant / Associate Professor in Marketing Analytics

Company:
Pontifical Catholic University of Chile

Location:
Chile / Santiago

Discipline:
Marketing Analytics

Employment Type:
Permanent Full-time

Posted:
31/10/2026

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

The School of Engineering at the Pontificia Universidad Católica de Chile, one of the leading engineering academic institutions in Latin America, invites outstanding candidates for a full-time faculty position in the area of Marketing Analytics at the Department of Industrial and Systems Engineering. Although this call is initially intended for candidates at the Assistant Professor level, exceptional applications at the Associate Professor level are also welcome.

Duties

High-quality research and teaching in engineering and marketing analytics at both the undergraduate and graduate levels. Additional duties include knowledge transfer, outreach, student counseling and university administrative tasks. The new position in Marketing Analytics should conduct research in topics such as analytical marketing from either an organizational or consumer-focused perspective. Organizational research could involve applying quantitative models to improve customer experience or satisfaction, as well as studying the evolution of traditional marketing-mix elements. Consumer-focused research may explore customer behavior in omnichannel business models and digital communication environments, including the development of segmentation and targeting strategies. Additionally, the candidate is expected to design or apply predictive and prescriptive models that enhance the theoretical and practical understanding of the marketing discipline.

Requirements

Applicants must have earned a Ph.D. degree in analytical marketing or a closely related field with emphasis on the intersection of analytical marketing, management science, decision science, and data science, at the time of hiring. Due to the nature of our School the applicant will have the opportunity and should be willing to work collaboratively with other Departments in the School of Engineering in areas such as predictive and prescriptive analytics applied to marketing decisions, content recommendation systems, sentiment analysis, dynamic pricing, programmatic advertising, and the use of chatbots and virtual assistants in marketing. Previous postdoctoral or international academic experience should be stated in the application.

Candidates do not need to be fluent in Spanish at the time of application, but should be prepared to learn the language well enough to teach in Spanish in the short term (two years maximum). Fluency in English is a requirement.

Applicants must demonstrate a strong commitment to all aspects of academic life and public good of the institution. They must be highly motivated to continuously improve their teaching skills, have a genuine interest in getting involved with our graduate programs (specially the doctoral program) and be able to develop and maintain an active research agenda leading to high quality publications, securing research grants, generating and participating in interdisciplinary projects, leading scientific and industry-liaison initiatives, strengthening and creating national and international academic networks, etc. The candidate will also be expected to create new undergraduate and graduate courses and teach traditional courses in related areas.

If selected for the position, foreigners that apply from abroad must obtain the appropriate visa in their country of residence, to join the University faculty.

Application instructions

Please submit your application through the website: https://tinyurl.com/2s3s6e2d (note A) **by November 30th, 2026** (late applications will be considered until the position is filled). Please select **“Faculty position in Marketing Analytics”** in the application form and consider that you will be required to provide the following information by the deadline for your application to be accepted:

1. A research statement (in English) indicating the immediate and long-term goals of your research plan, including potential collaboration networks with other researchers and plans for interactions with scientists in Chile and other countries.
2. A teaching statement (in English) indicating why you should be considered for the position and your teaching plans. Provide specific examples of your plan to impart knowledge to undergraduate and graduate students.
3. An updated curriculum vitae (in English, see note B).
4. Up to five copies of recent publications indexed in Web of Science that are relevant to the field of application (see note C).
5. Three letters of recommendation. You must provide the contact information for three

referees, who will receive directly an e-mail with a link to upload their recommendation letters. Please consider a timely application so that your referees are able to send their letters before the deadline, otherwise your application will not be considered. Letters sent directly by the applicants will not be considered.

Note A:

Applicants will receive a confirmation e-mail acknowledging the reception of the application.

Note B:

The CV must be organized as follows:

i. Personal information: name, address, contact telephone number (with country and city codes), email address, web page (if any).

ii. Education: all academic and professional degrees, indicating the granting institutions and dates. If the applicant is currently enrolled in a doctoral program, please indicate the expected date for the degree.

iii. Educational experience (university or institution, courses taught and years).

iv. Professional experience (employer, duties, years).

v. Research:

- List of journal publications indexed in the Web of Science catalogue.
- List of conference publications indexed in the CORE A/A* catalogue.
- List of other publications such as reports, books or book chapters, conference papers,
- List of other activities and achievements, such as participation research projects, patents, etc.

vi. Other: awards, computer skills, languages, and any other relevant background information.

Note C:

Please avoid padding the list with other publications, such as those published in journals not indexed in the Web of Science database, conference presentations and alike.

You will be contacted within two months after the application deadline to inform you whether your application has been selected for further consideration or not. Preselected candidates will be asked to continue the process following the steps described in **Appendix 1.**

Further information

Additional information can be obtained by emailing the Department Chair, Tomás Reyes, threyes@uc.cl. For assistance with the online application form, please send an e-mail to: facultypositions.ing@uc.cl.

For information concerning the benefits for academics of the Faculty of Engineering, please see: https://tinyurl.com/cp8hnnsk.

EEO/AAP Policy Statement

The Pontificia Universidad Católica de Chile is committed to providing equal employment opportunities, fostering an inclusive, diverse and fraternal community, and promoting the academic development of women and men.

Other Chilean and University employment benefits may be found in:

- Foreign workers in Chile: https://www.dt.gob.cl/portal/1626/w3-article-93693.html
- University rules and regulations: http://direcciondedesarrolloacademico.uc.cl/index.php?option=com_content&view=article&id=286&Itemid=178

All members of the Pontificia Universidad Católica de Chile subscribe the Code of Ethics that can be found in https://www.uc.cl/codigodehonor

Appendix 1. Application steps

1) Interviews/Seminar:

- Interview with the Selection Committee
- Interview with faculty members of the Department of Computer Science.
- Psychological Interview
- Seminar (open to faculty members of the School of Engineering)

The interviews and seminar are generally carried out within a week.

2) Selection of the final candidate by the Department and the Selection Committee

3) Ratification of the selected candidate by the School Council

4) The selected candidate is informed (offer letter)

The time that elapses from the interviews until the final resolution is typically around two months.

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