

Professor in Marketing

Company:

Headway People / Africa Business School, UM6P - Mohammed VI Polytechnic University

Location:

Morocco / Rabat

Discipline:

Marketing

Employment Type:

Permanent Full-time

Posted:

2023-09-05

Contact Person:

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

Headway People is a leading direct sourcing specialist recruiting exclusively for the higher education, research and training sectors. **Africa Business School, the business School of UM6P - Mohammed VI Polytechnic University**, has engaged our services for the recruitment of an outstanding professor located in Rabat :

Marketing Professor (M/F)

1/ About ABS

Located in RABAT, the capital city of the Kingdom of Morocco with executive training also in Casablanca or at clients' headquarters and offices throughout Morocco, ABS aims to be the inclusive hub of lifelong learners and mindful doers, shaping the business and societal landscape in Africa & beyond.

ABS mission is to

Train next generation leaders to be critical thinkers, creative entrepreneurs, and socially responsible actors.

Develop multi-disciplinary research and groundbreaking education methods to enhance students' holistic and analytical competencies and allow them to embrace paradox and lead in fast moving and complex environments.

Stimulate collaborative innovation that reaches beyond the classroom and connects students with stakeholders across a wide range of sectors.

Build an ever-evolving thriving network of change makers: students, alumni, researchers, faculty, staff, organizations, academic institutions, and public sector players.

Act as both an engine and a bridge for the diffusion and expansion of a world-class and impactful business & management knowledge grounded in Africa's contexts.

Pioneered by OCP (as it is also the case for UM6P), the global leader of the phosphate industry and one the largest Moroccan firm, ABS's legitimate ambition is to become the leading school in Africa in

the field of business and management sciences. The school benefits from an exceptional learning and research ethos in Africa and has signed several partnerships with world class universities and schools (Columbia BS, Ecole Polytechnique, HEC Paris, Ecole des Ponts Paritech...)

The school is growing rapidly both in Executive Education (Open & Custom programs), in degree programs (MBA, executive Masters) and in Doctoral programs (PhD, DBA, postdocs). ABS aims for quality and the highest standards in degree and continuing professional development programmes.

2/ About the role:

To support its ambition, ABS has launched an ambitious recruitment plan of new faculty members with open positions for two types of profiles:

- Research
- Practice

With at least one the following expertise / Research Focus :

- Reputation and branding
- Digital Marketing
- Customer centricity
- Pricing
- Sales Management
- Sustainable marketing

With a clear distinction in terms of distribution depending on the profile, both profile duties involve:

- Research and Publication of intellectual contributions
- Learning and Teaching
- Learning Program Management
- Advisory services

In line with ABS strategic objectives,

- learning and teaching activities almost exclusively take place in executive education programmes with experienced executive learners;
- advisory services are at the C-level and aim at competing with top advisory firms.

Successful applicants will exhibit successful credentials to support their application in the profile they want to position themselves.

3/ Person specification:

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- Educated at Doctoral degree level,
- Successful experience in Research with a strong track record of publications in top-ranked journals (Research profile),
- Impacting Intellectual contributions for Practice profile will be strongly valued (books, chapters, cases, articles in peer reviewed & professional journals...)
- Successful experience in Teaching (both profile), attention will be paid to the ability to teach at the executive level, preferably with a strong orientation towards action-learning
- Comfortable with new educational methods, including the use of digital technology,
- Solid understanding of the functioning of academic and industry networks,
- Global mindset (open to international and intercultural dimensions),

- Ability to collaborate with other disciplines and with practitioners.
- Comfortable with qualitative and empirically grounded research methods (practice of mixed quantitative and qualitative methods is a plus)

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4/ Desirable personal qualities:

- Entrepreneurial spirit
- Results-oriented
- Team spirit
- Flexibility
- Ability to develop and implement strategic collaborations with stakeholders and partners,
- Ability to take and encourage the development of initiatives seeking interdisciplinary collaboration and/or academic impact
- People and organisation-centred management approach,
- Highly developed interpersonal and written/oral communication skills,
- Languages: English. (French is a plus)

Job details:

- Position to be filled from September 2023,
- Full-time Managerial / Full Professorial contract,
- Remuneration package in line with the successful candidate's profile. Competitive at the international level.

Recruitment process:

Candidates should submit a detailed CV, cover letter and list of references
to: r.pomier@headway-advisory.com

Following two interviews with HEADway recruitment consultants, shortlisted candidates will be invited to attend further interviews with the school.

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