

Professor of Marketing

Company:

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

Location:

Morocco / Marrakech

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. The **School of Hospitality Business & Management (SHBM)**, the school of hospitality of **UM6P - Mohammed VI Polytechnic University**, has engaged our services for the recruitment of an outstanding professor located in Marrakech:

Professor of Marketing (M/F)

1/ About SHBM

The School of Hospitality Business & Management (SHBM) of the Polytechnic University Mohammed VI (UM6P) is guided by the motto "Training the talents of today, having an impact on the Africa of tomorrow". To train hospitality leaders, the school relies on the "Learning-By-Doing" approach. The aim of this company is to achieve sustainable development in the tourism and hospitality sector in Africa. SHBM aims to build a complete hotel ecosystem within the modern and at the cutting edge of UM6P campus, located in the middle of the Cité Verte Ben Guérir Mohammed VI, near Marrakech. SHBM aims to foster and cultivate the essence of hospitality education while encouraging innovation, applied research and entrepreneurship.

The SHBM is the only associate member of the network of EHL certified schools in Morocco, which testifies to the importance we place on excellence in teaching. The Ecole Hôtelière de Lausanne (EHL) is regularly considered the best hotel school in the world. SHBM therefore wishes to develop this initiative in Morocco and Africa.

2/ About the role:

Reporting directly to the Vice-Dean, the professors have the following primary missions:

- To participate in the development of new FI and CF programs supported by SHBM,
- To contribute to the development and reputation of the establishment,
- Contribute to the development of research impact through their publications.

To support its ambition, SHBM has launched an ambitious recruitment plan of new faculty members with open positions for practice profile:

- Research
- Practice

With at least one the following expertise:

- 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
- Advisory services

3/ Person specification:

-

- 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)

-

-

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.

Contact Person:

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