

# Assistant, Associate or Full Professor in Digital Marketing and Marketing Management

Company:  
**IÉSEG School of Management**

Location:  
**France / Lille**

Discipline:  
**Digital Marketing and Marketing Management**

Employment Type:  
**Permanent Full-time**

Posted:  
**2023-08-30**

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

## **3 PROFESSORS (ASSISTANT, ASSOCIATE OR FULL) IN DIGITAL MARKETING AND MARKETING MANAGEMENT (Lille/Paris Campus)**

In response to its continuous growth, IÉSEG School of Management is looking for a full-time teaching-oriented professor in **Digital Marketing**, and two full-time professors in **Marketing Management** at the Assistant, Associate or Full Professor level (Lille/ Paris Campus, starting September 2024). He/She/They will be a part of the Department of “Marketing & Sales Management”.

### **ABOUT IÉSEG SCHOOL OF MANAGEMENT**

IÉSEG holds the “**triple crown**” of international accreditations (AACSB, AMBA & EQUIS) and is a member of the “Conférence des Grandes Écoles”. The School offers Bachelor, Master and Post-Graduate Degrees as well as Executive Education programs. IÉSEG is also one of the leading French business schools in terms of research. The IÉSEG Research Center is accredited by the French CNRS (National Center for Scientific Research). Our Lille Campus is in the heart of Northern France (within the triangle made up by London, Paris and Brussels), and our Paris Campus is located in the biggest European business district of “La Défense”. More information on the school can be found here: [www.ieseg.fr/en](http://www.ieseg.fr/en).

### **ABOUT THE DEPARTMENT**

The department of “Marketing & Sales Management” consists of over 35 full-time academic staff in the areas of Relational Marketing, Digital Marketing, Consumer Behaviour or International Marketing contributing to 3 majors, 3 apprenticeship programs and 3 Specialized Masters.

The department works on various research topics including the study of consumer behavior, branding, CRM and churn management, AI and analysis of “big data” sets allowing companies to enhance their customer capital, international marketing, social media marketing, gaming, and negotiation within networks from a BtoC and BtoB perspective.

An overview of our diverse group of professors can be found here: [Marketing & Sales Department](#)

## ABOUT THE POSITION

The selected candidate will be teaching courses in Marketing at the undergraduate, graduate and/or postgraduate level. In addition, he/she/they will contribute to the development of the Department's programs. As such, we are looking for candidates with **strong teaching skills**, and who are fluent in **English**, as most courses are taught in this language. Professional experience and knowledge of French are a plus, but not a requirement.

The selected candidate will contribute to the vibrant research community at IESEG through their research. He/she/they is therefore expected to hold a **PhD**, have a publication record (or potential for Assistant Professors) in peer-reviewed journals, as well as a good international network.

Finally, we are looking for candidates who embody our core values of **Accomplishment**, **Responsibility**, **Integrity**, **Solidarity**, and **Engagement**, and fit our diverse and international culture in which over 50 nationalities are represented. IESEG places tremendous value on diversity and inclusion, and we therefore encourage applications from all backgrounds. Underrepresented groups in academia (notably women, minority ethnic groups, people identifying as LGBTQIA+, people with a (non-)visible disability, and people from lower socio-economic backgrounds and/or economically developing countries) are particularly encouraged to apply, as we are highly committed to ensuring that IESEG reflects and benefits from the diversity present in society.

## WORKING AT IESEG

At IESEG, we are committed to providing a supportive and engaging work environment. To new faculty members (and their partner), we offer a wide range of resources to help them integrate into the country, culture and school, such as individualized French language courses (for faculty members and their partner), a relocation allowance, and housing search assistance. Moreover, all faculty members have access to a competitive salary, as well as benefits such as French social security, a complementary health insurance, meal vouchers, a profit-sharing plan, and a contributory pension scheme. Finally, the school actively promotes research, provides resources for active scholars (*e.g.*, funding for conferences and data collection) and offers competitive financial bonuses for high quality international peer-reviewed research publications.

## JOIN IESEG!

Apply by filling out the application form available at:

- For the Digital Marketing opening: <https://recruitment.ieseg.fr/jobs/3105007-digital-marketing-1-assistant-associate-full-professor?promotion=759737-trackable-share-link-akadeus>
- For the Marketing Management opening: <https://recruitment.ieseg.fr/jobs/3105706-marketing-management-2-assistant-associate-full-professors?promotion=759736-trackable-share-link-akadeus>

When applying, please upload a **single pdf file** merging the following documents:

- A CV
- The names, affiliations, and email addresses of three referees (recommendation letters are required at a later stage in the application process)
- A cover letter explaining your motivation to work at IESEG
- A research and a teaching statement
- One working paper
- Recent teaching evaluations (if available)

For any further question, please contact us by e-mail at [permanentfaculty.recruitment@ieseg.fr](mailto:permanentfaculty.recruitment@ieseg.fr)

Please, note that applications received by e-mail will not be reviewed.

**THE APPLICATIONS WILL BE RECEIVED ON A ROLLING BASIS. THEY WILL BE REVIEWED TO CONTACT SHORTLISTED CANDIDATES AND ORGANIZE INTERVIEWS IN DECEMBER 2023-MARCH 2024**

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