

Assistant / Associate Professor in Digital Marketing

Company:
TBS Education

Location:
Spain / Barcelona

Discipline:
Digital Marketing

Employment Type:
Permanent Full-time

Posted:
2023-11-13

Contact Person:
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TBS Education - Barcelona Campus Position of Assistant/Associate Professor in Digital Marketing Starting September 2024

The Department of Marketing of TBS Education seeks to recruit an assistant/associate professor to maintain and develop its reputation for excellence in research and high-quality teaching. The position will be based in Barcelona. The department of Marketing brings together 25 faculty members whose recent publications include articles in the following leading journals: Journal of Business Ethics, Journal of Product & Innovation Management, Journal of International Business Studies, Journal of International Marketing, Psychology & Marketing, Journal of Interactive Marketing, Journal of Business Research etc. The research lab specializes in Social & Innovation Marketing including topics related to artificial intelligence, Web 3.0, innovation and creativity, sustainability, ethics, etc. More information about the department and the lab can be found at [Marketing department](#) and [SIM lab](#).

Application deadline: **January 7, 2024**.
Interviews will take place on Tuesday, **January 30, 2024**.

POSITION OVERVIEW:

Candidates should hold a Ph.D. in Marketing and should possess excellent teaching abilities, as well as the potential to publish in leading academic journals. They may have demonstrated these qualities during their post-doctoral experience and/or during a previous employment. The successful candidate will be expected to participate in the teaching of Marketing modules, including Digital Marketing, in English and/or Spanish, at the undergraduate and graduate levels, and to develop lectures in their field of expertise at the graduate and the executive education levels. Researchers in the fields of Digital Marketing and Marketing Analytics are highly encouraged to apply. Ideal candidates will have defended their PhD in the past five years and have a successful first experience in academia or digital marketing.

TBS Education offers competitive working conditions, including continuous training possibilities, financial support to research, teaching loads coherent with research objectives, and the support of a dedicated pedagogical innovation team. You will benefit from the Spanish public health system. Finally, TBS offers a moving allowance and support for your relocation.

ABOUT THE SCHOOL:

Founded in 1903, TBS Education is among the 1% of business schools with the “triple crown” of international accreditations: AACSB (renewed in 2019 for 5 years), EQUIS (renewed in 2019 for 5 years) and AMBA (renewed in 2021 for 5 years). More than 80 nationalities and 6,000 students are present on its 4 campuses located in the heart of dynamic cities: Toulouse, Paris, Barcelona (Spain) and Casablanca (Morocco). In addition, it benefits from a network of over 200 partner universities on 5 continents with the most prestigious higher education institutions.

In 2022, TBS Education adopted the “Business for Good” status, with the following ‘raison d’être’: “Thanks to research with a societal impact, TBS Education trains diverse, open and enlightened learners, who will contribute to the development of a responsible and sustainable economy within their organizations”. More about TBS Education as Business for Good can be found at [TBS Education Business for Good](#), and about its strategic plan at [TBS Education 2026 Strategy](#).

Research at TBS Education is articulated around five Research Labs, three Centers of Excellence: Aeronautics and Space, Artificial intelligence and Business Analytics, and CSR Sustainable Development, and the Sirius Chair: [High Impact Research TBS Education](#). TBS Education is also highly committed to Pedagogical Innovation, as illustrated by the prizes awarded in France and internationally to its projects and which include include the Best Innovation Strategy Award 2022/23 in the AMBA & BGA Excellence Awards, the AMBA & BGA Excellence awards in 2021, the FNEGE “Coup de Coeur” in 2020, or the Babson Spotlight Award in 2019.

Located in the new 22@ district - a hub for innovation, technology, and emerging companies - TBS Education has recently opened the doors to its new campus in the heart of dynamic Barcelona. The doors opened in September 2022 to a building spanning more than 8000m² and 7 floors, doubling the size of our precedent campus in the city, and able to accommodate 1,100 students, as well as our reputed teaching and administrative staff. Built in compliance with the most advanced standards in terms of respect for the environment, its modern facilities inspire innovative teaching and top-quality services (connected classrooms, cafeteria, incubator, dedicated spaces for tutoring and teamwork, library, lecture halls and event spaces, all leading up to its 300m² terrace), creating a dynamic state-of-the-art student and knowledge environment.

Through the research carried out by its faculty, the talent of its graduates, and its corporate partners, TBS Education aims to contribute significantly to the dynamics of the territory, particularly in the field of sustainability. Our school is committed to pedagogical innovation in all its forms, in order to maximize the well-being of its students as well as the educational and corporate communities beyond.

More about our Barcelona campus: <https://youtu.be/kCuumOtHgFM>

APPLICATION PROCEDURE:

Candidates are invited to fill out the application form by January 7, 2024, on TBS Education’s recruitment page: [Faculty Application TBS Education](#)

Candidates are invited to send the following **application material**:

- A cover letter
- A complete Curriculum Vitae with a list of publications and classes taught
- Samples of research (published or working papers)
- Teaching experience (list of courses, number of hours, and teaching evaluations)
- Three letters of recommendation or the names of three referees who can be contacted by the school

If you have any question, please contact Mathilde Murard, assistant of the Dean of Faculty’s office at faculty.jobs@tbs-education.fr and/or the Head of the Marketing department, Dr Leila Elgaaied

Gambier at l.elgaaied-gambier@tbs-education.fr

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