

Assistant or Associate professor in Digital Marketing

Position reference MKT21-09-p1

Audencia Business School (www.audencia.com) invites applications for a position as Assistant or Associate professor in the field of Digital Marketing, with a teaching focus, in Nantes (France) and in our campuses in China. The position is for a full-time, non-fixed term contract and effective from September 2021.

Review of applications will begin immediately and will continue until the position is filled.

Position requirements

The preferred candidate for the position will:

- hold a PhD (required);
- demonstrate excellence in high-level teaching in digital marketing and specifically in English. Expertise in data analytics would be a plus.

And

- demonstrate capacity and interest to develop teaching projects, case studies, partnerships with companies and different stakeholders;
- demonstrate capacity to contribute to outreach activities to the broader practitioner community;
- have an ongoing program of academic research and publication in academic journals, books or case studies;
- demonstrate capacity to manage academic programs.

Position overview

The position is located within Audencia Marketing Department in Nantes and involves travels to China. A significant part of the teaching load will take place in China.

Candidates must have expertise or show potential for teaching at graduate levels in Digital Marketing. Activities include teaching, involvement in programs development and publications. Candidates must be able to teach in English. Ability to teach in French will also be appreciated but is not mandatory.

Salary is negotiable and commensurate with experience and qualifications.

Audencia Business School is triple accredited (AACSB, EQUIS and AMBA), and one of the leading European and French Business Schools. The school offers a wide range of programs including MS Grande Ecole, MSc, MBA, Executive MBA, European Master in Management, Doctorate and Executive Education Programs, with 127 core faculty members from 29 countries.

Audencia Business School has been one of the first Business Schools to develop programs in Digital Marketing in partnership with leading companies in this area. The candidate should be able to demonstrate her/his potential to contribute to Audencia reputation and expertise in this domain. The candidate should also have the competencies to develop research programs in this area.

The school is located in Nantes, the 6th largest city in France, just 2 hours away from Paris by train, serviced by an international airport. With a vibrant city life full of cultural and other events, the sandy Atlantic coast to the west of the city and rolling vineyards and royal castles to the east, it is an ideal city to live in. Perhaps these are the reasons for which Time Magazine selected Nantes as 'the most liveable city in Europe'. In addition to its pleasant environment, the city also boasts a rich economic and industrial identity, hosting more than 1330 companies.

Application

Candidates should send a cover letter, a recent curriculum vitae including a detailed list of publications, two selected publications, recent teaching evaluations, and contact information of two referees by e-mail to: Prof. Thibaut Bardon, Associate Dean for Faculty : faculty-recruitment@audencia.com. Please quote **reference MKT21-09-p1** in the subject of your email. **Deadline: March 15th, 2021.**

For more information

Prof. Céline Del Bucchia, cdelbucchia@audencia.com

Audencia Marketing Department: <http://faculte-recherche.audencia.com/departements/marketing/>

Discover Nantes area attractiveness: https://www.youtube.com/watch?v=_RA2wml864U