FULL-TIME ACADEMIC POSITION IN MARKETING & COMMUNICATION

Faculté de Lettres, Traduction et Communication, Faculté Solvay Brussels School of Economics & Management, Faculté de Philosophie et Sciences sociales

Reference : 2020/A044
Application deadline: January 15, 2020
Start date: 01/10/2020

Job description

The Marketing and Communication for Organizations and Society Chair will focus on the positive and negative impacts of marketing from an ethical perspective. The Chair’s research and teaching activities will include two areas of attention:

1. marketing ethics and the ethical reflections that accompany the deployment of techniques to modulate consumer behavior;
2. ethical marketing, through the understanding and study of the forms of communication of organizations dedicated to sustainable development and social justice

The ideal candidate has an in-depth knowledge of marketing and marketing communication and has an interest in marketing issues related to social responsibility, ethics, the environment (this may include the urban environment) and sustainable development. Its approach may include management, information and communication sciences, consumer sociology, or political science. Knowledge of marketing for non-profit organizations is an asset.

Area of Research:
The successful candidate will freely define his own research program in the field of the Chair. Close cooperation is to be expected with researchers from different disciplines from the Faculty of Solvay Brussels School of Economics and Management, the Faculty of Letters, Translation and Communication as well as the Faculty of Philosophy and Social Sciences.

Courses covered at the time of recruitment:
The selected candidate will be responsible for teaching marketing and marketing communication courses in the programs of three faculties: master in (engineer of) management (Solvay Brussels School of Economics and Management), bachelor and master in communication (Faculty of Letters, Translation and Communication) and master’s degree in cultural management (Faculty of Philosophy and Social Sciences).

Qualifications required:

PhD Degree (with doctoral thesis) in Management or Communication (preferably in Marketing or related discipline).
Skills required

- Applicants should have at least 4 years of research experience at the time of their recruitment.
- Proven research publication track record or strong publication potential in marketing, marketing communication or related field
- Exchange periods outside of the applicants’ home institution (during or after their PhD) will be taken into consideration when evaluating applications.
- Applicants who do not speak French (level C1) may be granted a period of adaptation, but they must be able to teach in French at the end of the third year following their appointment.
- Excellent teaching skills

Interested?

For more information, please contact Sandra Rothenberger (E-mail: sandra.rothenberger@ulb.ac.be).

Applications must be sent by e-mail to the rectorate of the Université Libre de Bruxelles (recteur@ulb.ac.be) and to the faculty deanship (dean-office-sbs-em@ulb.ac.be).

They must include the following:

- an application letter
- a Curriculum vitae including a list of publications (a template can be downloaded at https://www.ulb.be/fr/documents-officiels/completer-votre-cv-en-ligne)
- any relevant documents showing 4 years of research experience
- a 7,000-character report (4 pages) presenting the applicant’s research activities and a research project, including how these will integrate into ULB’s research teams
- a teaching dossier including a 7,000-character report (4 pages) on the applicant’s previous teaching activities and a teaching project for the first five years in this position; these must be relevant to the faculty and to the teaching profiles for the programmes to which the applicant is to contribute
- a note on the applicant’s international achievements and projects (no more than 4 pages)
- the names and e-mail addresses of five referees (respecting the gender balance) who may be contacted by those in charge of evaluating applications. These referees should not have conflicts of interest because of family or emotional ties.

The appointment to the academic staff of ULB is made at “Premier Assistant” level, if the candidate has had a PhD for less than eight years (on 1 October of the year of appointment). If the candidate has had a PhD for eight or more years, on 1 October of the year of appointment, then the appointment is made at “Chargé de Cours” level. As of their appointment, members of academic staff are authorised to use the honorary title of “Professeur”.

By sending in their application, applicants acknowledge they have read and understood the additional information and the regulations relevant to academic staff, available at the following address http://www.ulb.ac.be/emploi/academique.html.