

Lecturer in Digital Marketing and/or Sales Management

JOB DESCRIPTION AND QUALIFICATION

In view of its continuous growth, the Marketing and Sales Department at IÉSEG School of Management invites applications for a part-time or full-time position as **Lecturer in Digital Marketing (LEC_MKG) or Sales Management (LEC_Sales)** starting in September 2020 for Lille or Paris Campus.

We are looking for candidates whose teaching interests and corporate experience are related to **Digital Marketing, Digital Analytics (SEO & SEM), Online Community Management, User Experience, Consumer Behaviour, or Sales Management, Procurement, B2B (Industrial Marketing), Key Account Management.**

The lecturer will be responsible for the organization and delivery of high quality teaching material and assessment of participants' performance in English language to various students' audiences, including undergraduate, graduate and postgraduate levels.

The lecturer will contribute to the design and pedagogical development of the Marketing and/or Sales Management programs. The lecturer might also supervise master thesis and/or apprenticeships.

He/she is also expected to collaborate with the corporate world in the form of consulting projects and executive education.

Applicants for the post of Lecturer should have the potential to secure publications in practice-oriented journals, books or case studies and are expected to show evidence of excellent teaching skills.

Applicants should possess at least an MBA or a Master degree in an area relevant for the vacant position and 5 years of corporate experience in Digital Marketing or Sales Management and/or have a PhD in Marketing, Sales Management or a related discipline.

In line with IÉSEG's culture, the successful candidate should display a strong level of team-spirit.

APPLICATION PROCEDURE

To apply, please fill in the following form http://ieseg.az1.qualtrics.com/jfe/form/SV_5BI3hf7utcGLlit and upload your application package. This should consist of the following merged **into one PDF** document **indicating your name and reference code** of the position "**LEC_MKG**" for the position in Digital Marketing or "**LEC_Sales**" for the position in Sales Management :

- A curriculum vitae (mentioning the names, affiliations, and email addresses of two referees)
- A cover letter
- A teaching statement and research statement if applicable
- Recent teaching evaluations (if available)

Two recommendation letters should be sent separately by the referees to:

"**LEC_MKG**" for the Lecturer position in International Marketing

"**LEC_Sales**" for the Lecturer position in Sales Management

Two recommendation letters should be sent separately by the referees to:

Pr. Gwarlann De Kerviler

Head of Marketing and Sales Department

Email: mkg.recruitment@ieseg.fr

APPLICATIONS WILL BE REVIEWED UPON RECEIPT AND WILL CONTINUE UNTIL POSITION IS FILLED.

IN ALL COMMUNICATION, PLEASE QUOTE REFERENCE: LEC_MKG or LEC_Sales

ABOUT THE MARKETING AND SALES DEPARTMENT

Marketing Track aims to give the required knowledge and tools for digital, strategic and operational marketing in companies developing in-depth knowledge on evaluate marketing alternatives and commit to a course of action, using financial, organizational, environmental and ethical criteria to guide decision-making. Moreover, it aims to take advantage of the latest analytical, technological and digital tools to conduct an efficient marketing plan.

Sales Management Track aims to prepare to functions at both inter-firm and intra-firm levels as a boundary spanner to interact with customers, suppliers, partners and organizational units.

The department consists of over 34 full-time academics in the areas of Marketing, Digital Marketing, Consumer Behavior, International Marketing and sales management.

IESEG provides ample resources to support a variety of research interests and activities. IÉSEG promotes cross-disciplinary research and maintains an excellent network with overseas institutions for collaborative work. Over the last few years, faculty members have been successful in publishing their research papers in top-tier refereed international journals.

Professors of our department have varied backgrounds and their activity is interdisciplinary as it is based on theory and conceptual ideas from various disciplines such as: Marketing, Management, Psychology, Sales, Economics, Econometrics, etc...

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 offers a **dynamic and international work environment** with over 40 different nationalities represented. Crucial to the school are its core **values: Accomplishment, Responsibility, Integrity, Solidarity and Engagement**. These are strongly reflected in our recruitment policy, which focuses on promoting equality, diversity and providing an inclusive and supportive environment for everyone. **The school offers** employees a competitive salary, French social security benefits, complementary health insurance, a profit sharing plan, and a contributory pension scheme. Our satisfaction survey among new hires shows that 100% of the respondents were (very) satisfied with the organization of their arrival on campus.
- IÉSEG is 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 the Northern French city of Lille (within the triangle made up by London, Paris and Brussels), and our **Paris Campus** (with a brand new building) is located in the biggest European business district of "La Défense". Both premises have an excellent classroom infrastructure as well as an energizing research environment.

More information about IÉSEG School of Management is available online at:
<http://www.ieseg.fr/en/>