

Vlerick is the postgraduate business school where entrepreneurial dreams are born and game-changing ideas become reality. Established in 1953, Vlerick has for decades been a force for positive change in society, through teaching, research and the impact that our students have in the world.

The School is consistently ranked among the top-20 in Europe by Financial Times, especially through our executive programmes.

We lead the way in entrepreneurship and digital transformation – and we start at home (our online MBA is among the top 10 world-wide). Vlerick prides itself on its entrepreneurial mindset and its strong connections with the corporate world.

What truly sets Vlerick apart is not just what we do, but the spirit with which we do it: Our faculty and staff are driven by openness, vitality and a passion for continuous innovation and entrepreneurship. We provide a supportive, inspirational, and collaborative environment for academics who aim to inspire people and organisations through engaged teaching and top-quality research.

To join our Marketing Area, we are looking for an (m/f):

ASSISTANT OR ASSOCIATE PROFESSOR IN DIGITAL MARKETING OR MARKETING ANALYTICS

You will join a dynamic, open, and collaborative team of faculty members and researchers, active in Marketing and Digital Transformation. You will conduct research, supervise PhD students and junior researchers, and contribute to applied research projects. You will contribute to developing the global mindset of our participants at Master, MBA, and executive level.

Diversity, equity, and inclusion are core values of Vlerick Business School. Successful candidates for our faculty positions will demonstrate evidence of a commitment to advancing equity, inclusion, and belonging.

YOUR PROFILE

- You have a PhD in Marketing or Information Systems.
- You have an interest in or experience in fields such as digital marketing strategy, marketing analytics, machine learning, marketing modelling, CRM, marketing automation, SEO/SEA, content and social media analytics or influencer marketing.
- Your academic and teaching activities typically explore/add a digital layer.
- You have a strong track record of *high-quality publications* in top journals, including those in ABS4*, ABS4, ABS3, and FT50, and your ambition is to continue to publish in those journals.
- You engage actively with the international academic community, e.g., through active conference participation, editorial boards, or academic associations.
- Experience with research projects in collaboration with companies or organizations is a plus.
- You show evidence of excellent graduate and executive teaching achievements.
Your teaching is inspired by academic insights, but you constantly translate this to practical settings.



- You have experience with *innovative and active learning approaches*, including online learning.
- You look forward to building and maintaining *sustainable relationships with practitioners*.
- You have a *hands-on mentality*, and you are eager to help build the business of research and/or teaching of the School through attracting business or academic funding.
- You have an *international mindset*, as evidenced by education, professional backgrounds, and research networks.

VBS is an equal opportunity and affirmative action employer. International faculty, ethnic minorities, women, individuals with disabilities are encouraged to apply. All qualified applicants will receive consideration for employment without regard to race, colour, religion, sex, sexual orientation, gender identity, national origin, disability, protected veteran status, or any other characteristic protected by law. Vlerick welcomes applications from all who would bring additional dimensions to the university's research, and teaching missions.

OUR OFFER

- A challenging job in an international, dynamic, and professional environment.
- A strong business network; synergy between science and practice.
- A strong academic network of colleagues and partner universities and sufficient time for research.
- Institutional support for research, teaching, and relocation.
- Emphasis on faculty development and coaching.
- A working environment in the heart of Europe, close to major European cities like Paris, London, Amsterdam, and Frankfurt.
- Attractive financial conditions.

READY TO TAKE THE LEAP?

Please apply via our website: www.vlerick.com/jobs

