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Job Details

Job Title Marketing Analytics Professor
Location Evanston, Illinois
Department Medill - Integrated Mktg Comm

Job ID 34278

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Salary Grade FAC / 1

The Medill School at Northwestern University invites applications for a tenure-track position in Integrated Marketing Communications (IMC) beginning in the 2018–2019 academic year. The position may have the rank of Assistant, Associate or full Professor.

QUALIFICATIONS

Candidates should have a completed, or nearly completed, Ph.D. in marketing, advertising, communications, statistics or other quantitative fields. Candidates should have an interest in researching and teaching marketing analytics and digital/database marketing, and have a record of high quality scholarly research. Expertise in statistical and econometric models and/or machine learning algorithms required to analyze large, possibly unstructured, databases of consumer information is preferred. Knowledge of computer science and databases is desirable. Candidates should have a solid understanding of the strategic elements of marketing practice.

Faculty will teach in a demanding but rewarding environment at a premier global university. Medill is a professional school, and thus it is critical that the successful candidate integrate theory and professional practice, and that research be actionable by the professions. The Integrated Marketing Communications department offers a full-time 15-month master’s program, a part-time two-year master’s program, an online version of the part-time program and an undergraduate certificate program.

Northwestern University is a federal contractor that actively participates in affirmative action planning in the areas of recruitment and retention. For each employment and promotional opportunity, Northwestern University actively seeks women, minorities, veterans, and persons with disabilities to maintain a University community that is based on equal opportunity and reflects the diversity of American society. Hiring is contingent on eligibility to work in the United States.

APPLICATION INSTRUCTIONS

The position will begin September 2019. To ensure full consideration, applications must be received no later than September 14, 2018 but it is expected the position will remain open until filled. Required documents include: CV, copies of research papers, and at least two letters of recommendation to the search committee. Questions should be directed to Robin Young at robin-young@northwestern.edu. The link to application is posted below.

Please read ALL instructions and make preparations before proceeding to the application page:

- Applications will **only** be accepted via online submission (see link below).
- Please prepare all documents in advance as Adobe PDF files, and please be sure all information is entered correctly and accurately (especially names and email addresses), as there will be no opportunity for online revision after your application has been submitted.
- Please also prepare a list of names and email addresses for your external academic references; your references will be contacted directly by the online system and invited to upload their letters on your behalf.
- All required fields in the application form are marked with an asterisk and must be filled before clicking the “Submit” button.
- Be aware that incomplete applications cannot be saved.

Applications accepted here: [Apply for Job](#)

Northwestern University is an Equal Opportunity, Affirmative Action Employer of all protected classes, including veterans and individuals with disabilities. Women, racial and ethnic minorities, individuals with disabilities, and veterans are encouraged to apply. Hiring is contingent upon eligibility to work in the United States.

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