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Spiegel Research Center Northwestern U

SRC Post Doc for 2020

Description

Spiegel Research Center Post Doc position

The Medill Integrated Marketing Communications [Spiegel Digital and Database Research Center](#) at Northwestern University seeks to hire a full-time post doc to start as early as July 1, 2020 and no later than September, 1 2020.

The research goal for the center is using data and empirical evidence to prove the financial impact of customer engagement with brands and enterprises. Founded in 2012, the center has completed over a dozen studies, to date, to include linking an individual's behavior to purchase behaviors in social media, mobile/multi-platform engagement, customer reviews, TV viewing, and most recently, [The Local News Initiative](#).

The primary responsibilities include serving as lead researcher on Spiegel projects, analyzing project/sponsor data for insights, and authoring scholarly papers to be considered for publication and/or conferences.

The position will report to Professor and Research Director, Edward Malthouse, but will also work with other faculty in the Medill Integrated Marketing Communications department and other departments at Northwestern University.

We have a strong commitment to achieving diversity among faculty, staff and students and encourage applications for this position from under-represented groups, women and persons of color. - See more at: <http://www.northwestern.edu/hr/equolopp-access/equal-employment-opportunity/non-discrimination-statement.html>

Job Information

Location:

Evanston, Illinois, United States

Job ID:

51347909

Posted:

October 22, 2019

Position Title:

SRC Post Doc for 2020

School Name:

Spiegel Research Center
Northwestern U

Specialties:

Marketing Analytics,
Marketing Communications,
Marketing Management,
Marketing Research, Mobile,
Online Marketing

Do you plan on interviewing at the Summer Academic Conference?:

No

Position Start Date:

Summer 2020

Your curricula vita, cover letter and list of references must be attached to the electronic application, and emailed to: t-collinger@northwestern.edu

Job Duration:

1-2 Years

Hard copies of materials impossible to attach electronically (e.g. confidential reference letters) should be mailed to:

Salary:

\$58,000.00 - \$65,000.00
(Yearly Salary)

Tom Collinger

Executive Director

Spiegel Digital & Database Research Center

1845 Sheridan Road

Evanston, IL 60208

847-467-3433

Requirements

Candidates are required to have a completed doctoral degree, or ABD in marketing, economics, computer science, information systems or communications fields. We are looking for candidates who can work on interdisciplinary teams, and have good quantitative skills and solid knowledge of theories from consumer behavior, psychology or economics. Research interests should include social media, mobile marketing, marketing communications or service marketing. Candidates should expect a minimum 2 year contract.

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