

Assistant professor in Persuasive Communication

Faculty of Social and Behavioural Sciences – Communication Science

Publication date	4 March 2019
Closing date	27 March 2019
Level of education	PhD
Hours	30,4 to 38 hours per week
Salary indication	€3,637 to €5,656 gross per month, based on 38 hours per week
Vacancy number	19-133

Are you driven when it comes to conducting research *and* practicing teaching? Do you specialise in the field of Persuasive Communication? We are seeking two assistant professors for this specialisation; one starting in September 2019, the other in February 2020.

Within the Faculty of Social and Behavioural Sciences (<http://www.uva.nl/en/faculty/faculty-of-social-and-behavioural-sciences/faculty-of-social-and-behavioural-sciences.html>), Communication Science offers a Bachelor's and several Master's degree programmes, while its research is carried out at the Amsterdam School of Communication Research (ASCoR (<http://ascor.uva.nl/about-ascor/about-ascor.html?1551697830892>)). The teaching and research in our Communication Science programmes is interdisciplinary and internationally oriented, offering tracks taught in both English and Dutch. As an assistant professor, you will be part of the program group of Persuasive Communication (<http://perscom.socsci.uva.nl/>).

What will you be doing?

The new assistant professors will participate in the chair group Persuasion & New Media Technologies. The group studies the power of new media and technologies to change cognitions, attitudes, beliefs, and behaviours of consumers and other media users. These technologies deploy behavioural ('big') data and artificial intelligence for (algorithm-based) persuasion (e.g., computer-generated messaging, programmatic advertising, location-based advertising), virtual and augmented reality, social media, mobile apps, and conversational agents (e.g., chatbots, virtual assistants). The group specifically focuses on the uses and effects of marketing communication, in particular consumer behaviour and consumer-brand interactions, and their underlying communicative, psychological, and social processes. Our new colleagues will:

- teach in the bachelor's and master's degree programs, particularly in the field of marketing communication;
- supervise internships, bachelor theses, and master theses;
- conduct research in the Persuasion & New Media Technologies group;
- be active in grant acquisition and collaborate with stakeholders;
- participate in committees, groups and projects in the program group Persuasive Communication.

What do we require of you?

You have:

- a PhD in one of the social sciences, preferably communication science. Also candidates from related disciplines such as economics, business, marketing, social psychology, consumer behaviour or humanities with knowledge of digital media methods and digital marketing methods are invited to apply;
- good knowledge of communication science in general and in-depth knowledge of persuasive communication, as proven by previous academic activities and publications in international journals;
- a strong empirical-analytical research profile that fits the Persuasive Communication research program, in particular the research lines of the Persuasion & New Media Technologies group;
- expertise and interest in digital communication methods and digital analytics;
- relevant teaching experience;
- a teaching certificate (BKO), or you are willing to obtain this;
- the qualities to apply for competitive grants and to collaborate with stakeholders;
- excellent command of spoken and written English;
- adequate knowledge of Dutch or the willingness to acquire such within a period of two years;
- expertise on the content/antecedents/use and consequences of emergent media applications, for instance on automated conversational agents, apps and wearables, virtual and augmented reality, in the context of persuasive communication and more specifically in the context of consumer behaviour and consumer-brand interactions.

You are:

- a team player and have 'academic citizenship' qualities;
- involved in research-impact activities, also outside the university, and have ideas about (and preferably track record in) creating societal impact of science.

What can we offer you?

A challenging work environment with a variety of duties and ample scope for individual initiative and development within an inspiring organisation. The social and behavioural sciences play a leading role in addressing the major societal challenges faced by the world, the Netherlands and Amsterdam, now and in the future.

To work at the University of Amsterdam is to work in a discerning, independent, creative, innovative and international climate characterised by an open atmosphere and a genuine engagement with the city of Amsterdam and society.

Further information

Do you have any questions or do you require additional information? Please contact:

- [Prof. Guda van Noort](mailto:g.vannoort@uva.nl?subject=19-133%20Assistant%20professor%20in%20Persuasive%20Communication%20) (mailto:g.vannoort@uva.nl?subject=19-133%20Assistant%20professor%20in%20Persuasive%20Communication%20), chair group leader Persuasion & New Media Technologies
- [Prof. Julia van Weert](mailto:j.c.m.vanweert@uva.nl?subject=19-133%20Assistant%20professor%20in%20Persuasive%20Communication%20) (mailto:j.c.m.vanweert@uva.nl?subject=19-133%20Assistant%20professor%20in%20Persuasive%20Communication%20), programme group director Persuasive Communication

Would you like to learn more about working at the Faculty of Social and Behavioural Sciences (FMG)?

Visit our [website](http://www.uva.nl/en/faculty/faculty-of-social-and-behavioural-sciences/faculty-of-social-and-behavioural-sciences.html) (<http://www.uva.nl/en/faculty/faculty-of-social-and-behavioural-sciences/faculty-of-social-and-behavioural-sciences.html>).

Appointment

The positions concern a temporary appointment of [30,4 to 38 hours per week] for a term of two years. If a candidate proves suitable, barring unforeseen organisational developments and assuming sufficient FTE availability, we intend to offer the candidate a permanent employment contract.

Salary depends on past education and relevant work experience, with a minimum salary of [€3,637] and a maximum salary of [€5,656] gross per month based on a full-time appointment for a 38-hour working week (in keeping with scale 11 or 12, as per the [Collective Labour Agreement of Dutch Universities](https://www.vsnu.nl/en_GB/cao-universiteiten.html) (https://www.vsnu.nl/en_GB/cao-universiteiten.html)). We additionally offer an extensive package of secondary employee benefits, including a generous holiday scheme and year-end bonus.

Job application

The UvA is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We value a spirit of enquiry and endurance, provide the space to keep asking questions and cherish a diverse atmosphere of curiosity and creativity.

Does this profile sound like you? If so, we are eager to receive your CV and covering letter. You can apply online by using the link below. The deadline for applications is 27 March 2019. #LI-DNP

No agencies please

Apply now (<https://ssl1.peoplexs.com/Peoplexs22/CandidatesPortalNoLogin/ApplicationForm.cfm?PortalID=16107&VacatureID=1032370>).