

Lecturer/Assistant Professor or Associate Professor in Marketing, UCD School of Business, 5 year post

[University College Dublin](#)

Dublin, Ireland

[Apply on Institution's Website](#)



Type: Full-Time

Salary: 54849 to 101695 EUR Per Year

Posted: 07/30/2021

Application Due: 09/17/2021

Applications are invited for a **5 year post** of a **Lecturer/Assistant Professor or Associate Professor in Marketing** within **UCD School of Business**.

Generously supported by the Garfield Weston Foundation, University College Dublin invites applications for the position of UCD Garfield Weston Lecturer/Assistant Professorship in Marketing or the UCD Garfield Weston Associate Professorship in Marketing. The appointee will be a member of the Marketing subject area in the College of Business. This post will be appointed on a five-year fixed term basis. The appointee will be required to have the level of experience and track record as appropriate for the level of appointment.

We are particularly interested in candidates who will complement existing expertise in the Marketing subject area in the College of Business. Given this we welcome applications from the range of marketing and marketing related research interests consistent with the subject area's existing research and Marketing Science Institute research priorities (2020-2022)). As an illustration, these foci of interest include, but are not limited to:

- Retail marketing and strategy
- Consumption and engagement in retailing
- Digital marketing
- Customer experience and Customer journey
- Customer-technology interface
- Macro trends influencing customer decision making
- Strategies to prioritize value at all touchpoints during the omnichannel customer journey
- Technology and tools to facilitate consumer and channel decision making
- Omnichannel promotion and distribution
- Visual display and merchandise offer decisions
- Managing distribution and demand across channels
- Channel structure
- Data driven insights on customers
- Capturing data to create a 360-degree view of the customer
- Big data collection and usage
- Analytics and profitability in channels
- Managing brand experience and promotion across the customer journey
- Branding challenges in omnichannel environments
- Consumer behaviour in omnichannel environments

The successful candidate will contribute in the following areas and will have a track record appropriate to the level of the appointment:

- **Research:** We place considerable emphasis on research leading to publication in world class refereed academic journals. Members of faculty are widely published in journals such as: *Journal of Marketing*, *Journal of Academy of Marketing Science*, *Organisation Studies*, *Journal of Management Studies*, *Strategic Management Journal*, *Entrepreneurship, Theory and Practice*, *International Journal of Research in Marketing*, *Journal of Business Ethics*, *Journal of Product Innovation Management*, *Research Policy and Risk Analysis*.
- **Teaching and Learning:** This position will make a contribution to the School's undergraduate, postgraduate and Executive Development programmes.
- **Administration:** Assume administrative and managerial duties as appropriate to the role.

Candidates may be appointed at Associate Professor level if the relevant University criteria for appointment at this level are fulfilled.

Equality, Diversity and Inclusion

UCD is committed to creating an inclusive environment where diversity is celebrated, and everyone is afforded equality of opportunity. To that end the university adheres to a range of equality, diversity and inclusion policies. We encourage applicants to consult those policies here <https://www.ucd.ie/equality/>. We welcome applications from everyone, including those who identify with any of the protected characteristics that are set out in our Equality, Diversity and Inclusion policy.

95 Lecturer/Assistant Professor Above the Bar Salary: €54,849 - €87,724 per annum or **95 Associate Professor Salary:** €72,011- €101,695 per annum

Appointment will be made on the appropriate scale, and in accordance with the Department of Finance guidelines.

Closing date: 17:00hrs (local Irish time) on 17 September 2021

Applications must be submitted by the closing date and time specified. Any applications which are still in progress at the closing time of 17:00hrs (Local Irish Time) on the specified closing date will be cancelled automatically by the system. UCD are unable to accept late applications.

Note: Hours of work for academic staff are those as prescribed under Public Service Agreements. For further information please follow link below:

<https://www.ucd.ie/hr/t4media/Academic%20Contract.pdf>

Prior to application, further information (including application procedure) should be obtained from the Work at UCD website: <https://www.ucd.ie/workatucd/jobs/>

UCD do not require assistance from Recruitment Agencies. Any CV's submitted by Recruitment Agencies will be returned.