

The HES-SO Geneva is recruiting for its department in **International Business Management** at the Haute Ecole de Gestion de Genève:

## **An Associate UAS Professor in Marketing Analytics**

**Activity Rate: 100%**

### **Missions**

- Teach in the fields of marketing, analytics, digital and integrated marketing, and/or communication and sales, in our Bachelor and Master programs, as well as in continuing education programs
- Supervision of Bachelor and Master theses
- In the fields of marketing analytics, digital marketing, or market research: conduct applied research projects, acquire research funding from national and international funding agencies such as SNSF, CTI or H2020, and develop consulting mandates with private sector industry partners
- Perform academic outreach research activities in the form of mainstream publications, conferences and scientific articles
- Administrative and organizational activities related to the field of teaching and research

### **Profil**

- Master degree (or equivalent diploma) related to the field of marketing or communication, with a profile including quantitative aspects; a PhD in a related field is an important asset
- Strong teaching experience at the Bachelor and Master levels necessary
- Professional experience of at least 5 years in an environment involving quantitative methods, and data analysis; experience in working in an international environment; a good knowledge of Swiss economic companies is also required
- Proven track record of securing funding for applied research, conducting research projects and managing a research team
- Proven track record of obtaining and performing consulting mandates
- Ability to operate in a complex changing environment and work with a team
- Good communication and writing skills in French and English (the main teaching language is English)

**Deadline for application: April 30, 2017**

**Starting date: January 1, 2018 or to be agreed upon**

**The University of Applied Sciences Western Switzerland (HES-SO) Geneva is an equal opportunity employer**

**The complete application** (cover letter, curriculum vitae, copies of diplomas and work certificates) should be sent under confidential cover to:

Mrs Claire Baribaud, Director – Haute école de gestion de Genève  
Campus Battelle / Bâtiment B – 17, rue de la Tambourine – CH-1227 Carouge/Genève

**Inquiry:** Information regarding the job description, salary and working conditions can be requested from Mrs Floriane Maurer (+41 22 388 17 03 or [floriane.maurer@hesge.ch](mailto:floriane.maurer@hesge.ch)).

*Only complete applications corresponding to the required profile and submitted before the deadline will be reviewed.*

### **Haute école de gestion de Genève**