Call for application
Professor of Digital Marketing (W/M)

| Localisation: |
| IMT Business School  
Courcouronnes, 9 Rue Charles Fourier, 91000 Évry, FRANCE (near Paris) |
| Entity/Service: |
| Institut Mines-Télécom Business School / Management, Marketing and Strategy Department (MMS) |
| Position of supervisor: |
| Director of the MMS department |
| Contract type |
| Permanent Contract |

1. CONTEXT

1.1 IMT Presentation

Institut Mines-Télécom is a public institution dedicated to higher education and research for innovation in the fields of engineering and digital technology. Always tuned in to the economic world, it combines high academic and scientific legitimacy with a concrete presence alongside companies and a unique focus on the major transformations of the 21st century: digital technologies, the environment and energy, industry and education. Its training and research for innovation are conducted in the Mines and Télécom Graduate Schools under the supervision of the Minister for Industry and Electronic Communications, in two subsidiaries and in institutions that are associate partners or under contract. Institut Mines-Télécom is a founding member of the Industry of the Future Alliance. It has two Carnot labels for the quality of its research partnerships. Every year, around seventy startup companies leave its incubators.

1.2 School Presentation

The Business School of the IMT-Institut Mines-Telecom, France's leading group of engineering schools, Institut Mines-Télécom Business School is a public and socially inclusive school that trains responsible, innovative managers and entrepreneurs who are open to the world, in order to guide companies through the transitions at the heart of tomorrow's society, with strong expertise in digital technology. It shares its campus with the engineering grande école Télécom SudParis, which is also a member of the ITM. The school has 1,500 students, is ranked each year among the best French and European business schools, and is AACSB and AMBA accredited. The school offers courses ranging from post-Bac (Bachelor's degree) to Executive Education with the Grande Ecole Programme, which awards a Bac+5 (Master's degree).
2. MISSIONS AND ACTIVITIES

2.1 Missions

Within the framework of the School's values, mission and strategy, and in the field of digital marketing:
- Participate in the design, coordination and implementation of teaching in French and English, in initial and continuous, in-service training
- Conduct research activities
- Lead, promote and contribute to the development of research, expertise and value-adding activities
- Contribute to the School's notoriety
- Contribute to the day-to-day operations of the School and the implementation of its strategy

2.2 Activities

Teaching:

   Educational activities
   - Develop and teach courses in the area of marketing in French and in English, and participate in other teaching activities within higher and further education
   - Contribute to the training in both theoretical and experimental teaching in his or her discipline
   - Supervise students and apprentices
   - Ensure that learning objectives and learning goals are defined and that the Assurances of Learning (AOL) are implemented according to recognized standards and integrate student evaluations and feedback
   - Contribute to the evolution of pedagogy, in particular methods and tools
   - Participate and take lead in student coaching
   - Design and supervise projects, monitor and advise students on work placements in companies
   - Create new courses and their support documents, as well as shareable course materials
   - Set up Executive training courses, Public MOOCs and Corporate SPOCs
   - Design, supervise, and grade student assessments
   - Respond to calls for tenders (Executive training, SPOC, continuous training)

Coordination

- Coordinate a program such as MS/MSc, V2A (Academic Pathways) or initial major or apprenticeship
- Participate and take lead in the school's training needs analysis together with training and pedagogy directorate, design programmes to meet them
- Design and produce syllabuses, course materials, and pedagogical tools for his/her courses and revise and update the syllabuses of the coordinated programs (Assurance of Learning approach)
- Participate and take lead in internal projects related to pedagogy and the School's strategy
- Participate and take lead in the recruitment of temporary staff, as part of the policy of upgrading the qualifications of the teaching staff of Institut Mines-Télécom Business School
Research:
In line with the missions of the Institut Mines-Télécom Business School (digital, energy and ecological, economic and industrial transition) and as part of the joint laboratory with the Evry Val-d'Essonne University - UEVE, LITEM (EA 7363):
- Lead and develop personal and collective research in human resources management
- Publish IMT-BS referenced articles including articles of international rank A or B and intellectual contributions
- Participate in the development of responses to calls for projects and R&D proposals
- Deploy the scientific policy of the Institut Mines-Télécom and the School within the scope of his or her expertise and participate in the definition of the School's scientific orientations

Services:
- Participate in juries (preside the students’ internship presentations, admission jury) and grade internship reports
- Participate in department meetings and major events of the School (new academic year, graduation, academic day, staff amphitheatre meetings, fairs, forums, visits to secondary schools, open days, etc.)
- Contribute to internal working groups and projects related to the implementation of the School's strategy
- Participate in relationships with the School's stakeholders: companies, alumni, local authorities, IMT and its schools, partners of the Evry site
- Contribute to the deployment of the international strategy, particularly when travelling abroad

3. TRAINING AND SKILLS

3.1 Training
- Doctorate in management sciences or other domain related to the School's missions
- HDR (Habilitation to Lead Research) or international equivalent
- Significant and recent publications in classified journals in management sciences at national (HCERES, CNRS and FNEGE lists) and international (ABS - Chartered Association of Business Schools list) level. Of which at least 2 articles published in high-ranked peer-reviewed journals over the last 4 years.

3.2 Skills

Essential skills, knowledge and experience:
- Significant teaching and research experience in an academic or industrial laboratory
- Fluency in written and spoken English, writing articles and teaching in English
- Ability and willingness to work in French language dominant institutional context
- Expertise in Digital Marketing
- Good integration into the French and international research community
- Knowledge of the scientific issues and laboratories of the discipline at the national and international level
- Ability and willingness to integrate ethics, sustainability, and CSR issues in teaching and research activities
- Experience or interest in leading and/or participating in innovative educational projects (multimedia cases, serious games, MOOC...)

Applications from the wide area of Digital Marketing are invited, with expertise in Business Analytics and/or Artificial Intelligence for Marketing seen as additionally meritorious.

**Abilities and aptitudes:**
- Leadership and engagement
- Rigour, reactivity and initiative
- Loyalty and solidarity
- Decision-making capacity
- Ability to work in "project mode" and to build and manage projects
- Ability to work in a team
- Good facilitation and organizational skills
- Relational qualities
- Ability to abstract and synthesize
- Writing skills
- Pedagogical qualities
- Ability to negotiate and coordinate national, European or international contracts with academic or industrial partners

**4. OTHER INFORMATION AND HOW TO APPLY**

Website: [https://www.imt-bs.eu/](https://www.imt-bs.eu/)
Candidature Deadline: April 17th, 2020

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<th><a href="mailto:andrea.micheaux@imt-bs.eu">andrea.micheaux@imt-bs.eu</a></th>
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To apply:
- Complete and detailed curriculum vitae,
- Motivation letter,
- Work note setting out the candidate's past activities in teaching (initial training and continuing education) and research: both types of activities must be described with the same concern for rigour and precision and must reflect the thinking that went into them,
- File or URL address to access the text of major publications,
- Names and email of two qualified persons

Complete application form to submit to:
- [recrutements@imtbs-tsp.eu](mailto:recrutements@imtbs-tsp.eu)
- Or
- Institut Mines-Télécom Business School
- HRD
- 9 rue Charles Fourier
- 91000 EVRY – FRANCE