

Vlerick Business School

Candidate Pack



Assistant or Associate Professor in
(Digital) Marketing

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Executive Summary

Vlerick is the postgraduate business school where entrepreneurial dreams are born and game-changing ideas become reality. Established in 1953 at the heart of Europe, it has been a force for positive change in society for seven decades, through teaching, research, and the impact that its students have in the world. Vlerick is consistently ranked among the continent's best business schools, with some 500 students enrolling annual for Masters and MBA programmes at its campuses in Brussels, Ghent and Leuven, as well as in Beijing. In addition to this, over 5,000 executives attend its management development programmes each year.

Vlerick belongs to a select group of business schools in the world that hold all three major international accreditation labels: EQUIS, AMBA and AACSB. It is widely recognised for providing an educational experience that is academically sound, fosters an international mindset, addresses leading-edge managerial issues, and develops an entrepreneurial attitude. Vlerick is a place of transformation, where people and organisations come to challenge themselves, the status quo, and the changing world around them.

The School is currently looking to make a number of important appointments including an Assistant or Associate Professor in (Digital) Marketing.

The successful candidate will have a PhD in the area of Marketing or Information Systems and experience/interest in fields such as digital marketing strategy, marketing analytics, machine learning, CRM, marketing automation, SEO/SEA, content and social media analytics, or influencer marketing.

This is an exciting role within an international, dynamic, and professional environment with strong business networks and an emphasis on creating synergies between science and practice. Vlerick offers a balanced approach to teaching and research time, a location in the heart of Europe, and attractive financial conditions.

Faculty can be located at one of the three campuses in Brussels, Ghent or Leuven.

Applications consisting of a CV and a brief covering letter, should be uploaded [here](#). The deadline for receipt of applications is midday (Ghent time) on Wednesday, 16 February 2022.

Organisation

Vlerick Business School is a triple-accredited, international business school at the heart of Europe. It is the oldest business and management school in the region, having been founded in 1953 by the renowned academic, entrepreneur and politician Professor André Vlerick. It is ranked number one in the Benelux region for executive education and ranked 19th in Europe.

Vlerick leads the way in entrepreneurship and digital transformation. And it applies this focus to its own operations as well, meaning that its online MBA is now among the Top 10 globally. The School prides itself on its entrepreneurial mindset and its strong connections with the corporate world. But what truly sets Vlerick apart is not just what it does, but the spirit with which it does it. The School's faculty and staff are driven by openness, vitality, and a passion for continuous innovation and entrepreneurship. Vlerick provides a supportive, inspirational, and collaborative environment for academics who aim to inspire people and organisations through engaged teaching and top-quality research.

The School has around 24,000 alumni active in businesses in more than 100 countries. In addition to its close ties with KU Leuven and Ghent University, and its strategic alliances with Peking University and University of Stellenbosch Business School, Vlerick is constantly building its network of corporate partners across the world.



Programmes

Vlerick offers three broad types of programmes:

- **MBA programmes:** these include full-time MBAs, executive MBAs, and online MBAs, all available from both its Belgium and China campuses;
- **Master's programmes:** these include financial management, international management & strategy, innovation & entrepreneurship, general management, and marketing management;
- **Executive Education:** this is a major part of the offering at Vlerick, for which the School has built a very strong global reputation in both the Customised and Open Programme spheres.

Many programmes are offered both on campus and online, with an increasing uptake of 'blended learning' approaches.

Campuses

Vlerick has campuses in Ghent, Leuven and Brussels, as well as offering programmes in Beijing. A collaboration with the University of Stellenbosch Business School offers faculty the opportunity to explore South Africa too.

The Ghent Campus is located on the beautifully renovated premises of the Groot Seminarie, in the heart of Ghent. Ghent is an exciting, modern city, yet it is rich in strikingly beautiful medieval and art nouveau buildings.

The location of the renovated Leuven campus close to the site of KULeuven symbolises the close collaboration between the two institutions. Vlerick's Leuven campus is also within walking distance of the shops, restaurants and places of historical interest in the town.

The Brussels Campus is spread over two floors of the prestigious Manhattan Center in the heart of Brussels, just a stone's throw from Brussels North railway station, the Botanical Gardens, and the Rue Neuve shopping district. Providing a state-of-the-art learning and research environment for both degree and executive education clients, The Brussels Campus offers a window on the future of global business in the capital of Europe.



Role Description

Vlerick is currently looking for an Assistant or Associate Professor in (Digital) Marketing Analytics to join their Marketing Area.

You will join a dynamic, open, and collaborative team of faculty members and researchers, active in Marketing and Digital Transformation. You will conduct research, supervise PhD students and junior researchers, and contribute to applied research projects. You will contribute to developing the global mindset of Vlerick's participants at Master, MBA, and executive level.

Diversity, equity, and inclusion are core values of Vlerick Business School. Successful candidates for faculty positions will therefore be expected to demonstrate evidence of a commitment to advancing equity, inclusion, and belonging.



Person Specification

The successful candidate will be expected to demonstrate evidence of the following skills, capabilities and experience:

- a PhD in Marketing or Information Systems;
- an interest in or experience in fields such as digital marketing strategy, marketing analytics, machine learning, CRM, marketing automation, SEO/SEA, content and social media analytics, or influencer marketing;
- academic and teaching activities that typically explore/add a digital layer;

- a strong track record of *high-quality publications* in top journals, including those in ABS4* and FT50, and an ambition to continue to publish in those journals;
- an active engagement with the international academic community, eg. through conference participation, editorial boards, or academic associations;
- evidence of excellent graduate and executive teaching achievements;
- an approach to teaching that is inspired by academic insights, but constantly translated into practical settings;
- experience with *innovative and active learning approaches*, including online learning;
- an appetite to build and maintain *sustainable relationships with practitioners*;
- a *hands-on mentality*; and an eagerness to help build the business of research and/or teaching of the School through attracting business or academic funding;
- an *international mindset*, as evidenced by education, professional backgrounds, and research networks.

Experience with research projects in collaboration with companies or other organisations would also be highly desirable.

Equity, Diversity and Inclusion

Vlerick is an equal opportunity and affirmative action employer. International faculty, ethnic minorities, women, and individuals with disabilities are all encouraged to apply. All qualified applicants will receive consideration for employment without regard to race, colour, religion, sex, sexual orientation, gender identity, national origin, disability, protected veteran status, or any other characteristic protected by law. Vlerick welcomes applications from all who would bring additional dimensions to the university's research, and teaching missions.



Appointment Details and How to Apply

Vlerick Business School is being assisted in this appointment process by the executive search firm Society. Applications can be made via Society and should consist of an up-to-date CV, ideally accompanied by a concise covering letter addressing the criteria in the Person Specification above.

General advice on how to write [a strong CV](#) and [a strong covering letter](#) can be found on our website.

To upload your documents via Society's website, [click here](#).

The deadline for receipt of applications is midday (Ghent time) on Wednesday, 16 February 2022.

Longlisted candidates will be invited to attend initial online interviews with the faculty recruitment team on 24th February, 25th February, or 1st March. A final shortlist will subsequently be invited to deliver a short research seminar on 15th March or 17th March, in advance of an in-person visit to Belgium on 31st March/1st April or 19th April.

An appointment will be made subject to receipt of satisfactory references. The chosen candidate will be offered a salary that is commensurate with their experience and the seniority of their new role as well as:

- a strong academic network of colleagues and partner universities, and sufficient time for research;
- institutional support for research, teaching, and relocation;
- an emphasis on faculty development and coaching;
- a working environment in the heart of Europe, close to major European cities like Paris, London, Amsterdam, and Frankfurt (see more detail in the Appendix below).



Appendix – Living in Belgium

Belgium is a small country, but with the presence of international institutions such as NATO and the European Commission, not to mention a whole series of international companies, it is also the home base of a large international community. One in ten companies in Brussels come from outside the country, and one in three of the inhabitants of the Brussels Capital Region are from abroad or of foreign origin. It has three official languages – Dutch, French, and German – with three quarters of its population able to speak at least one foreign language.

In addition to European and other political institutions, a large number of international companies also have a presence in Brussels. One of the indicators of international presence and for internationalisation is the Transnationality Index, compiled by UNCTAD (United Nations Conference on Trade and Development). For the year 2000, Belgium occupied first place worldwide with an index of 75.6%. Neighbouring countries – ie. the Netherlands (33.7%), Germany (slightly below 20%) and France (a little over 10%) – are a long way below that figure.

Location

From Belgium, the rest of Europe is within easy reach, which is why Belgium's location is often considered the country's biggest single asset.

Located in one of the most densely populated and most commercial regions of the world, Belgium is an integral part of the 'Blue Banana' megalopolis (also known as the 'Grande Région'). This is a multinational European metropolis of more than 85 million inhabitants constituting the centre of Europe in terms of economy, innovation and power. The region spans from Liverpool via London and Belgium across to the German Ruhr region and down to the north of Italy. From Belgium, all major cities in the region are within easy reach by air or high-speed train. The various HST lines whisk you from Brussels to Paris, London and Amsterdam in just 1 hour 22 minutes, 1 hour 51 minutes and 2 hours 44 minutes, respectively.

Furthermore, this megalopolis represents two thirds of Europe's GDP and contains four of the world's ten largest airports (London Heathrow, Charles de Gaulle Paris, Frankfurt am Main and Amsterdam Schiphol). It also plays host to many international institutions such as the International Court of Justice (The Hague), the capital of the EU (Brussels), the headquarters of the European Central Bank (Frankfurt am Main) and the headquarters of Europol (The Hague). As such, this multinational region is also renowned for its international culture, entertainment, and fashion.

Family Life

Although Brussels is situated in the middle of Western Europe – a region that is ranked fairly high with regard to cost of living – life in Belgium is not as expensive as it may seem. In a list of cities with the highest cost of living compiled by Mercer consultants, Brussels is ranked at just 71 in the overall ranking. London is ranked at 25 and Paris at 37. The Belgian capital is at approximately the same level, in terms of cost price for a rental apartment, as Zürich, Rotterdam, Barcelona, and Frankfurt.

In Belgium, foreign employees are issued with a worker's permit and labour card within ten to fifteen days. As such, the country has one of the fastest and most flexible procedures in Europe. Unlike many places in Europe, expats in Belgium can acquire a labour card for any profession. In addition, partners of expats in Belgium can get a labour card for any profession. Belgian legislation distinguishes two categories of foreign employees: seconded employees, who come to Belgium on a temporary basis, remain in the employ of the company in the country of origin, and who remain insured there; and expatriate employees, who work for the Belgian division of a company. Employees of the latter category

have a right to Belgian social security. They pay social security contributions like all Belgian employees and have full access to the benefits of the Belgian healthcare system.

Belgium plays host to a large number of international schools. This is thanks to the presence of several international institutions and multinationals which account for the capital's largely international community. Of the approximately 35 international schools and educational institutions across the country, no fewer than 27 schools, colleges and universities are located in Brussels. The lion's share of these are aimed at children and teenagers between 3 and 18 years (pre-school, primary and secondary education). The language of instruction in the majority of these schools is English.

