

Applications are invited from suitably qualified candidates for the following position

Assistant Professor in Marketing/Advertising
DCU Business School
3 Year Fixed Term Contract

Dublin City University

Dublin City University (DCU) is a leading innovative European University, proud to be one of the world's leading Young Universities. DCU is known as Ireland's University of Impact, with a mission to 'transform lives and societies' and focuses on addressing global challenges in collaboration with key national and international partners and stakeholders.

DCU has over 20,000 students in five faculties spread across three academic campuses in the Glasnevin-Drumcondra area of North Dublin. Thanks to its innovative approach to teaching and learning, the University offers a 'transformative student experience' that helps to develop highly sought-after graduates. DCU is currently No. 1 in Ireland for Graduate Employment Rate, and for graduate income (CSO).

DCU is a research-intensive University and is home to a number of SFI-funded Research Centres. The University participates in a range of European and international research partnerships. DCU is also the leading Irish university in the area of technology transfer as reflected by licensing of intellectual property.

As a 'People First' institution, DCU is committed to Equality, Diversity and Inclusion - a University that helps staff and students to thrive. The University is a leader in terms of its work to increase access to education, and is placed in the world's Top 10 for reducing inequalities in the Times Higher Education Impact Rankings.

Overview of the Department

DCU Business School is a young, vibrant, industry focused, research-intensive business school that holds the prestigious triple-accreditation (EQUIS, AACSB, AMBA) and the Small Business Charter (CABS). The School's success is underpinned by our core strengths:

- Degree programmes that develop 'work-ready' graduates for the global marketplace.
- Internationally recognised faculty whose research has strong academic and industry impact.
- Extensive collaborations with the local and internationally oriented business eco-system.
- A collegial culture, with faculty and staff (17 nationalities) who are committed to supporting our students and stakeholders.

The School has over 3,700 students across bachelors, masters and research programmes. Our students experience an applied and internationally oriented education, and we are committed to further developing Challenge Based Learning across our programmes. Our Executive Education unit offers bespoke education and training to industry partners. The School recently launched the DCU Institute for Business and Society, to further develop our international reputation for engaged research on trustworthy, innovative, and sustainable practices in business and society.

Further information concerning DCU Business School is provided in the Information Pack for Candidates available [here](#).

Role Profile

We are seeking a dynamic and motivated individual to join the Enterprise and Innovation Group within DCU Business School as an Assistant Professor in Marketing/Advertising. The successful candidate will conduct high quality research and teaching in the fields of Marketing/Advertising. In addition to these core responsibilities, they will actively contribute to the School's external outreach activities and collaborate with industry partners to drive innovation. The successful individual is expected to contribute to key aspects of academic life, including programme management, research supervision, and the broader service activities of both the School and the University. We are looking for someone who is passionate about advancing both academic scholarship and practical knowledge, and who thrives in a collaborative, forward-thinking academic environment.

Duties and Responsibilities

The duties and responsibilities of the position include, but are not restricted to, the following:

Teaching and Learning

To contribute to the teaching and learning activity of DCU Business School by:

- Delivering modules in a manner consistent with the highest academic standards.
- Using a wide range of teaching and assessment methodologies which foster a deep approach to learning and which equip students with the skills and attributes needed to be lifelong learners.
- Working proactively to enhance and enrich existing modules and programmes.
- Contributing to the design and development of new modules and programmes.
- Contributing to the teaching activities of the School's Centre for Executive and International Education.
- Providing research supervision for taught postgraduate students.

Research and Scholarship

To contribute to the research activity of DCU Business School by:

- Publishing new ideas and findings in high impact international journals.
- Achieving measurable impact via citations.
- Translating academic research into insights for the world of practice.
- Contributing to research dissemination activities such as conferences, seminars, journal editorial roles etc.
- Seeking funds to support research initiatives.
- Supervising postgraduate research students.
- Contributing to the research culture and environment in the School and, where appropriate, working collaboratively on research initiatives.

Service and Contribution to the University and Society

To contribute to the management and administration of the School by:

- Delivering allocated management and service roles to a high standard.
- Proactive engagement in accreditation-related activities.
- Contributing proactively to relevant School and University committees, working groups and meetings.

- Contributing to the running of DCU Business School's activities through participation in, for example, promotional events and INTRA (work placement) visits.
- To enhance the reputation and impact of DCU Business School through engagement in external academic, business, professional, public sector and community activities (approved by the Executive Dean, where appropriate).

Qualifications and Experience

Essential

- Individuals should have or be near completion of a PhD or equivalent (NFQ Level 10) in Marketing or a closely related field.
- A strong academic foundation with expertise in either quantitative or qualitative research methods relevant to Marketing/Advertising.
- A well-defined research plan with evidence of published work and/or strong potential for publishing in high-impact international journals.
- Evidence of successful teaching, with a dedication to the highest quality of teaching and learning in marketing or advertising related topics.
- Ability to develop and maintain international networks and collaborations within the academic and professional communities.
- Excellent interpersonal and communication skills, with the ability to interact effectively with students, colleagues, and external stakeholders.
- Evidence of a collegial and collaborative approach to teaching, research, and service.
- Strong evidence of successful teamwork and a collegial approach, with a willingness to contribute to the development and success of the department and school.
- A demonstrated ability or potential to contribute to the further development of the School's national and international reputation in teaching, research and industry engagement.

Desirable

- Relevant industry experience would be advantageous.
- An established network of contacts in professional or industry organisations that could benefit the School's engagement with external stakeholders and would enhance teaching and research initiatives.
- Familiarity with innovative teaching technologies and methodologies that can enhance student learning outcomes.
- Experience in making research funding applications (or the capability to do so in the future) to national or international grant agencies, industry partnerships, or other external sources.

Essential Training

The postholder will be required to undertake the following essential compliance training: Orientation, Health & Safety, Data Protection (GDPR) **and all Cyber Security Awareness Training**. Other training may need to be undertaken when required.

Salary Scale:

Assistant Professor - €63,311 - €101,461 *refer to [DCU Payscales](#) for the applicable payscale.*

Appointment will be commensurate with qualifications and experience and in line with current Government pay policy

Closing date: Monday, 19th May 2025

Provisional Interview Dates: End June - Mid July 2025

Remote Working Policy

From the 1st of November 2024, DCU will operate its newly agreed [Remote Working Policy](#). Employees may be approved for up to 2 days of remote working per week (or an appropriate pro rata amount for those part time). Any remote working arrangement will be reflective of the predominant on-campus working environment and the core University value of '*Student Focused*'. Employees will be based on campus for the majority of their working week to ensure a sustained on campus engagement and experience. The terms of the remote working policy will apply.

For more information on DCU Business School, please visit: <https://business.dcu.ie/>

Informal Enquiries in relation to this role should be directed to:

Professor Regina Connolly, Head of the Enterprise and Innovation Group, DCU Business School, Dublin City University.

Phone: + 353 (0)1 7005893

Email: regina.connolly@dcu.ie

Please do not send applications to this email address, instead apply as described below.

Application Procedure:

Please submit your application through the online system at www.dcu.ie/people/jobs, in order to be considered for the role to which you are applying for, you must upload:

- 1) Curriculum Vitae
- 2) Cover Letter
- 3) Completed application form (blank forms can be downloaded from the bottom of the Vacancy).

Please note, if all items are not uploaded, the application will be deemed incomplete, and will not be processed.

Dublin City University is an equal opportunities employer.

In line with the Employment Equality Acts 1998 – 2015, the University is committed to equality of treatment for all those who engage with its recruitment, selection and appointment processes.

The University's Athena SWAN Silver Award signifies the University's commitment to promoting gender equality and addressing any gender pay gaps. Information on a range of university policies aimed at creating a supportive and flexible work environment are available in the [DCU Policy Starter Packs](#)

