



Professors in Marketing Hospitality & Tourism Marketing

HEADway people has been engaged by the School of Hospitality Business and Management (SHBM) at the University of Mohammed VI Polytechnic (UM6P) to recruit:

Professors in Marketing Hospitality & Tourism Marketing (Assistant or Associate)

1. Context:

UM6P is a research and innovation-led institution focused on Africa, which aims to become one of the world's leading universities.

SHBM's ambition is to become the leading school in Africa in the field of Hospitality and Hotel Management. SHBM aims for quality and high standards in its under/post-graduate and continuing professional development programmes.

Located in the commune of Benguerir, near Marrakech, and housed in the heart of its Green City, the SHBM business and hospitality management school welcomed its first cohort of Bachelor's students in Hospitality Business and Management in the autumn of 2020. This programme is only the first stage in the deployment of a range of services provided for:

- students who are preparing to enter the hospitality and tourism professions,
- professionals in the hospitality and tourism industry.

Aiming for excellence, SHBM has been committed since its creation to developing a demanding quality assurance approach in order to provide academic programmes based on the best standards and drawing credibility from research that is useful to the industry. The School is an associate member of the network of schools certified by EHL (*Ecole Hôtelière de Lausanne*, ranked N°1 in the world in this field).

2. Needs:

To support its ambition, SHBM is equipped with the best international standards and has launched an ambitious recruitment plan of new faculty members with open positions for Assistant and Associate Professors specialized in Marketing Hospitality & Tourism Marketing.

3. Missions:

Reporting direct to the Vice-Dean, the primary missions of the professors are:

- To participate in the development of new programs both in executive and continuous education.
- To contribute to the development and reputation of the institution.
- To promote the development of research and its impact through their publications.
- To teach undergraduate courses.

Courses are comprising the following modules: Introduction to Marketing, Hospitality Marketing, Marketing for Tourism, Marketing Strategy.

Please note that the position is mainly teaching oriented even if a track record of publications is highly appreciated. Areas of expertise: Web-marketing / E-Marketing, Hospitality digital distribution.

Professors will also participate in the development of research in the following areas:

- Distribution of tourism products.
- Current and future trends in hospitality e-distribution.

- Global shift in tourism demand.
- Marketing new destinations.
- Other areas related to Hospitality Economics and Tourism management may intersect.

4. Profile:

SHBM being in full development it seeks 2 types of profiles:

- **Pedagogically oriented** to support SHBM both in the deployment of its offer, and in its educational innovation strategy towards different audiences in Executive and Initial Education.
- **Research oriented** which benefit from adapted teaching conditions and material and financial support to carry out their work under the best conditions.
- Educated to Doctoral degree level (PhD, DBA), applicants should ideally be able to demonstrate successful experience in a previous position.
- Passionate about the hospitality business, the transformation and developments in the sector,
- Experience or a sound knowledge of higher education is preferred; however, a less experienced candidate may be considered if they are able to demonstrate a solid prior experience matching the person specification and duties described in the job offer,
- Comfortable with new educational methods, including the use of digital technology,
- Solid understanding of the functioning of academic and industry networks,
- Global mindset (open to international and intercultural dimensions),

5. Desirable personal qualities:

- Entrepreneurial spirit
- Results-oriented
- Team spirit
- Flexibility
- Ability to take initiatives
- Highly developed interpersonal and written/oral communication skills
- Languages: English. (French is a plus.)

6. Job details:

Position to be filled from January 2021,

Full-time Professorial contract,

Remuneration package (international standards) in line with successful candidate's profile.

7. Recruitment process:

Please email your application form and details to: recrutement@headway-advisory.com.

Following two interviews with HEADway recruitment consultants, shortlisted candidates will be invited to attend further interviews with the School.

Ref	SHBM-Pof-Mark-Hospit
Date de dépôt	13-01-2021
Date de prise de poste	Dès que possible
Catégorie	Teaching Community
Statut	Fermé
Contrat	CDI
Localisation	Maroco



headway-people.com

[33, rue d'Amsterdam 75008 Paris](#)

[+ 33 \(0\)171 182 266](#) / Fax + 33 (0)171 197 276

recrutement@headway-people.com