

## **ESSEC Business School - Cergy Campus**

### **Professor of Management Practice with expertise in Luxury Brand Management and Marketing**

**ESSEC Business School is recruiting a Professor of Management Practice (PMP) with specific Luxury Management & Marketing expertise. The role includes being the academic director of the new Master of Science in Luxury Brand Management at ESSEC Business School.** The PMP role offers a unique opportunity to develop a new Master's program that builds on the ESSEC luxury legacy and significantly impacts luxury education and leadership. The position is based in our Cergy (Paris) campus and will ideally start in September 2024.

ESSEC Business School is a renowned institution in business education, taking pride in fostering the development of future leaders in the corporate world, including those at the helm of CAC 40 companies and prestigious consulting firms. In 2023, ESSEC earned the distinction of being the #1 business school for CAC 40 managers, according to the ranking by Business Cool. ESSEC is ranked 9th best European Business School, and its master's in management is ranked 5th worldwide by the Financial Times.

#### **Mission**

Positioned within ESSEC's Marketing Department, the PMP will be responsible for the launch, international growth and strategic alignment of a flagship Master in Luxury Brand Management program. The PMP will collaborate with the Pre-Experience leadership team and the Department of Marketing in developing and managing the academic and administrative activities of the program.

## **Responsibilities, person specifications, and key activities**

Broadly, the key responsibilities of the Program Director of the MSc in Luxury Brand Management include but are not limited to:

- Defining and contributing to the program positioning in line with the pre-experience programs portfolio and strategy
- Oversight of the content of the core components of the program and ensuring the coherence of the overall academic content of the program, in line with the accreditation standards
- Introduction of pedagogical innovation in the program
- Contribution to the student exit surveys and ensuring continuous improvement and student satisfaction
- Support and advice to students throughout the year (academics, academic results and examination committees, graduation ceremony, etc.)
- Seamless coordination with internal services (e.g., program team, recruitment, marketing, admissions, communication, registrar, career services, and other departments and services) to ensure the smooth running of the program
- Contributions to budget planning and preparation
- Oversight of the staffing of professors and lecturers in the program in accordance with accreditation requirement
- Contribution toward accreditation and ranking processes (AACSB, EQUIS, CEFDG...) in coordination with the Quality and Accreditation Team and the Rankings team - notably in obtaining and maintaining the accreditation of the programme by the Ministry of Higher Education and Research
- Contribution to the visibility, reputation, and impact of the school and program via local and international media, social media, and webinars as may be needed
- Development of strong links with the alumni community in coordination with the Alumni associations
- Given the mission mentioned above and job responsibilities, the job incumbent will be based in Cergy. Significant academic credentials with at least a Master's degree are required; while a Ph.D./Doctorate is not mandatory, it can be an additional asset.

The PMP should have the following experiences:

- Minimum managerial work experience in the luxury industry of 5 years
- Teaching experience related to the luxury industry (in English, primarily)
- Teaching experience in Luxury Brand Management, Luxury Retail Management, or other luxury-related disciplines

Key activities of the PMP are as follows:

- Work at least four days per week for ESSEC in pedagogical activities
- Develop strong links with the business world (consultancy, free-lance)
- Be a team player who understands luxury education trends and the academic environment in France and internationally.
- Enrich existing networks and develop new partnerships with the luxury industry and ESSEC alumni in France and internationally.
- Teach in various fields of Marketing, and in particular the luxury sector.

- Develop pedagogical case studies, MOOCs and short videos, position papers, books, and other relevant content for courses and seminars.
- Organize community events that include guest speakers, pitch events, and meetups inside the school and with partner organizations.
- At a school level, participate in admissions boards, take responsibility for courses, coordinate multi-section courses, etc.

The number of teaching hours is 300 hours/year and corresponds to a full-time contract (CDI). The option to teach 240 hours in the context of a part-time (4/5) contract is also available. The Program Directorship of the MSc in Luxury Brand Management could imply a teaching reduction and/or a financial bonus.

If this position interests you, please send us your application to the following link:

[https://essec.qualtrics.com/jfe/form/SV\\_cCNprxPPHu3ZWYu](https://essec.qualtrics.com/jfe/form/SV_cCNprxPPHu3ZWYu)

**Review of applications will start on 13/03/2024 and continue on a rolling basis until the position is filled.**

**The preferred starting date is September 2024.**

For inquiries, please contact Marc Mazodier (mazodier@essec.edu)

***We regret that only shortlisted candidates will be contacted.***