Research Associate

The Medill Integrated Marketing Communications Spiegel Digital and Database Research Center at Northwestern University seeks to hire a full-time research associate to start as early as April 2015 and no later than August, 2015.

The research goal for the center is using data and empirical evidence to prove the financial impact of customer engagement with brands and enterprises. Founded in 2012, the center has completed over a dozen studies, to date, to include linking an individual’s social media, mobile/multi-platform engagement and customer reviews with subsequent purchase behavior.

The primary responsibilities include serving as lead researcher on Spiegel projects, analyzing project/sponsor data for insights, and authoring scholarly papers to be considered for publication and/or conferences.

The position will report to Professor and Research Director, Edward Malthouse, but will also work with other faculty in the Medill Integrated Marketing Communications department and other departments at Northwestern University.

We have a strong commitment to achieving diversity among faculty, staff and students and encourage applications for this position from under-represented groups, women and persons of color. - See more at: http://www.northwestern.edu/hr/equopp-access/equal-employment-opportunity/non-discrimination-statement.html

Job Requirements

Candidates are required to have a completed doctoral degree, or ABD in marketing, economics, communications or related fields of study. We are looking for candidates who can work on interdisciplinary teams, and have good quantitative skills and solid knowledge of theories from consumer behavior, psychology or economics. Research interests should include social media, mobile marketing, marketing communications or service marketing. Candidates should expect a minimum 2 year contract.

Your curricula vita, cover letter and list of references must be attached to the electronic application, and emailed to: t-collinger@northwestern.edu

Hard copies of materials impossible to attach electronically (e.g. confidential reference letters) should be mailed to:

Tom Collinger
Executive Director
Spiegel Digital & Database Research Center
Senior Director Medill Distance Learning
1845 Sheridan Road
Evanston, IL 60208
847-467-3433
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**Job Requirements**

Candidates are required to have a completed doctoral degree, or ABD in business, marketing, communications or related fields of study. We are looking for candidates whose research interests are related to Consumer Research, Communications, Media, Retailing, Brand Management, Marketing Communications and Service Marketing. - Candidates should expect a minimum 2 year contract.

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