

# Lecturer Marketing & Business Finance

*Are you an experienced marketing professional with a strong foundation in economics, statistics, and business finance? Do you enjoy guiding students and working in an international and practice-oriented learning environment? Then we are looking for you!*

## **What you will do**

The Institute for Business, Marketing and Finance (SBMF) is looking for a lecturer with specific expertise in *Economics, Statistics, Business Finance and Business Calculations*, and a broader background in Marketing. You will contribute to various courses in our curriculum, mainly within the Marketing Management programme (English-taught).

As a lecturer, you will:

- Teaching Economics, Statistics, Business Finance and Business Calculations courses.
- Inspire and guide students in a broad range of marketing subjects, including market research.
- Coaching students in *Integrated Project Assignments (IPAs)*, where business, marketing, and finance knowledge come together.
- Supervise students during work placements and final projects.
- Translate developments in the professional field into innovative, practice-oriented education.
- Develop and refine (blended) teaching methods, study materials, and assessments in collaboration with colleagues.
- Contribute to internationalisation and the continuous development of the curriculum.
- Maintain close contact with the professional field and share your knowledge with the team.

## **Where you will work**

You will work within the Institute for Business, Marketing and Finance, which is part of Hanze University of Applied Sciences, Groningen. The institute offers a wide range of bachelor's programmes, including Marketing Management (Dutch and English-taught), Entrepreneurship & Retail Management, (International) Finance & Control, and Finance, Tax & Advice.

Our learning environment is practical and future-focused, with committed lecturers who closely collaborate with the professional field. You will be part of the Marketing Management educational team and report to the programme manager.

## **What we ask of you**

You are a professional with:

- A relevant Master's degree.
- Demonstrated expertise in *Business Finance* and *Business Calculations*, preferably within a marketing/business context.
- A background in marketing and the ability to contribute to broader project-based education.
- An active marketing network and an innovative, future-oriented mindset.
- Intercultural sensitivity and the ability to work in diverse teams.
- Teaching experience in higher education. A didactical qualification (BKE/SKE) is a plus.
- Excellent proficiency in English. Working knowledge of Dutch is a plus.

## **This is what you get in return**

- Starting with a one-year contract in September 2025.
- The position is for 0.4 to 0.7 fte, depending on availability and preference.
- Scale 11 (min. € 4.013,- en max. € 6.114,-), in accordance with CAO-HBO. A gross monthly salary for a full-time appointment. You are placed as a lecturer-researcher A.
- A holiday allowance of 8% and a structural end-of-year bonus of 8.3%.
- A maximum of 53 days off and, in addition, you can make use of sustainable employability hours and home working facilities.
- The opportunity to continuously professionalise yourself through our Hanze PL Academy.

Organisational developments are currently taking place within the Hanze. As a result, functions and departments may be (partially) rearranged within the organisation in the future.

## **Curious to know more?**

For more information about the position, you can contact Annet Huisman via +31(0)50 595 7860 or mail [a.k.huisman@pl.hanze.nl](mailto:a.k.huisman@pl.hanze.nl). Please do not use this email address for your application (click on Apply-button).

## **Will you become our new colleague?**

Then send your resume and motivation, **written in English**, via the application button.

- Closing date is: **07/09/2025**.
- Interviews will be on: **Thursday 11 or Monday 15 September 2025**.
- We ask new employees to apply for a Certificate of Good Conduct (VOG) upon commencement of employment. The costs for this will be reimbursed by Hanze UAS.

*Acquisition in response to this vacancy is not appreciated.*