



Università
Ca' Foscari
Venezia

Research fellowship on “Development of marketing and communication strategies for the knowledge transfer activities of universities”- Università Ca' Foscari Venezia
(Italian law 30 December 2010, n.240, art. 22)

The present document in English is to be considered as a mere summary of the main provisions of the notice of competition which is available in Italian at the following ([link](#)) The text in Italian is the official text of the notice of competition for all legal intents and purposes and, in the event of non-conformity with the present document, it shall prevail.

Description

The Research Area – Promoting Innovation and Knowledge at Università Ca' Foscari Venezia invites applications for a fellowship in:

Title: **Development of marketing and communication strategies for the knowledge transfer activities of universities.**

SSD: **SECS-P / 08**

Scientific director and tutor: **Cinzia Colapinto**

Duration: **24 months**

Abstract: The project aims to investigate and develop marketing and communication strategies to effectively manage the promotion and valorization of the University's research and learning activities with a view to knowledge transfer.

The fellow, under the supervision of the scientific supervisor, will carry out research activities in the field of marketing aimed at promoting the activities of the Mosaico project - network for university innovation - through the analysis, study and testing of new structured and replicable communication models aimed at supporting multi-target initiatives.

Starting from the study and analysis of best practices and the benchmark document developed, the best communication strategies should be designed to stimulate the involvement and engagement of all stakeholders and initiate, in particular, an effective membership campaign that consolidates and expands the Mosaic network

The fellowship is intended to provide the successful candidate with the opportunity to pursue his/her own research while benefiting from the range of expertise at Università Ca' Foscari Venezia.

Who can apply

Prospective candidates are expected to hold a master's degree in Marketing and communication.

Ca' Foscari encourages applications from researchers with positive evaluation in all the criteria in individual proposals such as Marie Skłodowska Curie Actions - Individual Fellowships/ERC Starting Grants/FIRB (Italian Fund for basic research investments)/SIR (Scientific Young Independence Research) or similar.

Researchers having successfully completed Marie Skłodowska Curie Actions - Individual Fellowships/ERC Starting Grants/FIRB (Italian Fund for basic research investments)/SIR (Scientific Young Independence Research) or similar funded projects are warmly encouraged to apply.

Duration of contract: 24 months (approximately starting: 01/02/2024).

Stipend: The research fellowship amounts to 20.000,00 Euros per year, including taxes and social charges.

Deadline for submission of applications: December 22, 2023 at 4.00 p.m.

How to apply:

Candidates should submit:

1. The application form;



2. A motivation letter (max 1 page) along with their CV in European format, duly dated and signed, that can be both enclosed in one single .pdf file. ([link](#))
 3. A copy of a valid identity document (either Identity Card or Passport);
 4. (If available) Evaluation Summary Reports of Marie Skłodowska Curie Actions - Individual Fellowships/ ERC Starting Grants/FIRB (Italian Fund for basic research investments)/SIR (Scientific Young Independence Research) individual proposals having passed all the evaluation thresholds;
 5. (If available) Details of Marie Skłodowska Curie Actions - Individual Fellowships, ERC Starting Grants, FIRB (Italian Fund for basic research investments)/ SIR Scientific Young Independence Research funded projects;
 6. Declaration on availability to held the interview in remote ([Link](#)) to be send via email at the following address: pink@unive.it
 7. All documents, qualifications and publications relevant for the selection procedure (please, see the notice [link](#)).
- All the schemes of the quoted documentation are available on the website ([link](#)).

How to submit your application

Applications should be submitted by the online procedure, available on the notice webpage ([link](#))

Or submit here: <https://apps.unive.it/domandeconcorso-en/accesso/mkt-mosaico>

The candidate, after the uploading, will receive a submission number and an e-mail acknowledging receipt of his/her application.

The candidate if necessary could access the procedures for updating any data and materials by the link provided by the e-mail, in any case any updates must be made no later than the deadline above.

Please note that the University can be contacted for any support needs by the candidate until 24 hours prior to the deadline.

Please note that in case of a high number of applications and/or weight of the materials loaded by the candidates, the system might become slower, Therefore it is suggested not to start the process close to the deadline.

NB: The University does not take on responsibility for wrong or late communication of addresses, nor for any communication problem not depending on the University.

Evaluation

Up to 100 points, specifically:

For qualifications, publications and possible tests, from 0 to 60;

For interview, from 0 to 40.

Selection procedure

The short-list of the candidates admitted to the interview, or any postponement, will be published on the University's webpage on January, 9, 2023 ([link](#)).

Short-listed candidates will be invited for **interview on January 10, 2024 at 3:30 p.m.**

The interview will be held in remote only. Further details on how to connect online will be published alongside the convocation notice.

Information and contacts

Candidates may find further details about the application process and the research project in the official call published on the following ([link](#))

For further information please contact Giovanna Berera, tel. +39 041 2348146 email: pink@unive.it.