

Hochschule Geisenheim University (GU) is Germany's first "New Type University" evaluated by the Scientific Council of the Federal Government (Wissenschaftsrat). GU offers science-based, application oriented undergraduate programmes (Bachelor) with rigorous professional education standards. Master programmes are based on focussed, in-depth scientific knowledge with an international orientation. GU has the right to award doctorates. As part of its strategic alignment GU invites applications for a

**combined position as Lecturer (E13) in Wine Marketing / Academic advisor to the International Wine Business Bachelor Programme**  
Key number 30/2015

to be filled as soon as possible.

Master's degree required and doctorate preferred in the areas of Agricultural Business, Agricultural Economics, or related subjects, if possible with a link to Wine Marketing. Eligible candidates have already shown success in teaching and possibly research, and have demonstrated pedagogical and personal aptitude. The position has a teaching load of up to 18 hours a week per semester (total) in the undergraduate study programme "International Wine Business" and its German counterpart "Internationale Weinwirtschaft". Additional scholarly duties are in advising undergraduate students in - or prospective candidates for – the "International Wine Business" programme. The position is thus principally acting as a liaison for our students (mainly foreign) in this programme. Teaching duties will be in introductory (basic) marketing, and more in-depth marketing seminars on wine producer and consumer countries and markets.

Candidates should be fluent in English and German. A good command of an additional language would be of advantage. Further information regarding the university, the curriculum and the new study programme as well on the Rheingau-Region can be found on our website [www.geisenheim-university.de/iwb](http://www.geisenheim-university.de/iwb).

The position has an initial appointment period of three years and might become permanent subject to a positive evaluation and the availability of financial resources. GU strives to increase the diversity of its faculty. As an equal opportunity and affirmative action employer, GU explicitly encourages nominations and applications from women as well as others who would bring additional diversity dimensions to the university's research and teaching strategies. Preference will be given to disabled candidates with essentially the same qualifications (§ 2 Para. 2 and 3 SGB IX).

Applications accompanied by supporting documentation in English or German (CV, certificates, list of publications, list of courses taught (when applicable), short presentation of teaching and research strategy) should be submitted by 12.08.2015 referring to our key number 30/2015 to: Hochschule Geisenheim University, Abteilung Personal/PE, Von-Lade-Str. 1, 65366 Geisenheim/Germany. Prof. Jon Hanf (Tel. 0049 (0) 6722 502-393, E-Mail: [jon.hanf@hs-gm.de](mailto:jon.hanf@hs-gm.de)) is available for initial contact and specific questions. Additional information on Geisenheim University can be found on our homepage: [www.hs-geisenheim.de](http://www.hs-geisenheim.de)