

LISBON POLYTECHNIC INSTITUTE

PROCLAMATION

Under the terms and conditions of Articles 3, 5, 10-B, 15, 15-A, 17 and 29-B of the Career Statutes for Teaching Staff in Higher Polytechnic Education (ECPDESP), sanctioned by Decree-Law No. 185/81, of 1 July, in its republication as it appeared in Decree-Law No. 207/2009, of 31 August, and by Law No. 7/2010, of 13 May, together with Dispatch No. 1979/2010, published in *Diário da República*, Series II, No. 19, of 28 January, amended by Amendment Declaration No. 244/2010, published in *Diário da República*, Series II, No. 26, of 8 February, which sanctioned the Regulations for Applications for the Recruitment of Teaching Staff for the Lisbon Polytechnic Institute (IPL), it is hereby made public, by dispatch of the President of the Lisbon Polytechnic Institute, on 14 September 2021, in Article 92(1)(d) of Law No. 62/2007 of 10 September, and Article 26(1)(d) of the Normative Dispatch No. 20/2009 of 13 May, published in *Diário da República* Series II No. 98 of 21 May, that, for a period of 30 working days from the publication of the present proclamation in *Diário da República*, applications are now invited for the purpose of filling one teaching vacancy scheduled for 2022 at the School of Communication and Media Studies of the Lisbon Polytechnic Institute.

1. Type of Selection Process — Document Based.
2. Category - Adjunct Professor.
3. Subject Area — Marketing and Advertising, Marketing Analytics.
4. Time period - The selection process ends once the vacancies contained in the proclamation are filled, as provided for in Article 38 of Order no. 1979/2010, of 28 January.
5. Functional Content — As described in paragraph 4 of Article 3 of ECPDESP.
6. Applicable legal relation mode — Public service employment contract for an indefinite period, in accordance with Article 10-B of ECPDESP.
7. Admission requirements — Applications for the above-mentioned post should meet the conditions laid down in Article 17 of ECPDESP and hold a PhD or Specialisation in the subject area in question, or comparable subject area.
8. Applications — Formal applications should be submitted to the President of the IPL at the following email address: recrutamento.adjunto.pm@escs.ipl.pt.

9. Application requirements — Submission of the following information is mandatory: full name; parents' names; date and place of birth; number and date of identification document and issuing authority; home address and telephone number; marital status; academic qualifications and final grade; professional category and position currently held; identification of the position the candidate is applying for and of the *Diário da República* in which the present proclamation was published; as well as any other information deemed relevant in order to assess the suitability of the interested parties.

10. Documents to be submitted together with the application:

- a) Identification document;
- b) Criminal record certificate;
- c) Medical certificate confirming the candidate's physical condition and psychological profile to perform public service, issued by a practising doctor;
- d) Compulsory vaccination record, duly updated;
- e) Documents proving that the candidate meets the legal provisions stipulated in paragraph 7 of the present proclamation;
- f) Detailed curriculum vitae, dated and signed by the applicant;
- g) Evidence of all documentation referred to in the curriculum vitae;
- h) Complete list of all submitted documentation.

10.1. Whenever appropriate, the jury reserves the right to request further documentation related to the submitted *curriculum vitae*.

11. Exemption from the submission of documents – Exemption from the submission of the documents mentioned in b), c) and d) of the previous paragraph may be granted to applicants who declare in their application, under separate headings and on their word of honour, their exact situation with respect to the content of each of these items.

12. Information to be provided in the *curriculum vitae*:

- a) Academic qualifications (degrees, grades, dates and institutions where they were obtained);
- b) Other official graduate and post-graduate courses, with an indication of the grades, dates and institutions where they were obtained;
- c) Training and professional experience;
- d) Participation in innovative projects, meetings, seminars and other meetings of a similar nature (the information provided will be used to

assess the candidate's levels of intervention and responsibility, as well as the end results of such initiatives);

- e) Technical or didactic research work undertaken (the information provided shall enable the assessment of skills, through an analysis of the quality of the work carried out);
- f) Publications (the information provided shall allow for the assessment of skills, through an analysis of the quality of the published works) – candidates should select and submit no more than 10 of the most representative publications;
- g) Other relevant experience for the present application;

13. Selection criteria and classification of candidates – In compliance with the terms of Article 15-A and 23 of ECPDESP and Article 26 of Dispatch 1979/2010, published in *Diário da República*, Series II, No. 19 of 28 January, amended by Amendment Declaration No 244/2010, published in the *Diário da República*, Series II, No. 26 of 8 February, the Jury, at a preliminary meeting held on 14 December 2021, approved the following parameters, criteria and considerations, in view of the evaluation and shortlisting of candidates, and their curriculum vitae must be organised in accordance with them:

<i>Evaluation Criteria for selection process for the recruitment of an Adjunct Professor in the Subject Area of Marketing and Advertising, Marketing Analytics</i>	%
a) <u>Technical, Scientific and/or Professional Performance in the field (45%)</u>	
a1. Participation in scientific research projects in the area in question; member of editorial board or revision/scientific arbitration of scientific articles.	10
a2. Guidance, participation and debate on selection boards for theses, dissertations, project work and traineeship reports in the area in question.	15
a3. Publication of books, chapters of books and articles; presentation of communications at scientific events in the area in question.	20
Subtotal a) - TSPP	45
b) <u>Teaching ability in the area (40%)</u>	15
b1. Actual experience in teaching curriculum units in the area in question.	
b2. Supervision of pedagogical activities (responsibility and preparation of curriculum unit programmes) in the area in question.	10
b3. Participation in pedagogical and/or scientific bodies, groups and/or committees.	10

b4. Coordination of pedagogical and/or scientific areas in the area in question.	2.5
b5. Participation in selection process juries, assessment panels and other relevant pedagogical activities.	2.5
Subtotal b) - PE	40
c) <u>Other activities relevant to the Higher Education institution (15%)</u>	5
c1. Holding of positions and participation in management activities and bodies of the institution.	5
c2. Participation in institutional work groups/committees, activities for publicising the institution.	5
c3. Coordination, implementation and development of practical projects and activities within the applicant's socio-professional environment.	15
Subtotal c) - OA	
Final Classification = (TSPP 45%) + (PE 40%) + (OA 15%)	100

14. Jury – By dispatch of the President of the Lisbon Polytechnic Institute, dated 14 September 2021, published by Proclamation No. 9785/2021 published in the *Diário de República*, Series II, No. 195 of 07 October 2021, the Jury shall be composed as follows:

President:

Dr. André do Couto Sendin, President of the School of Communication and Media Studies of the Lisbon Polytechnic Institute, by delegation of powers of the President of the Lisbon Polytechnic Institute.

Permanent Members:

Dr. Hélia Maria Gonçalves Pereira, Dean of the European University of Lisbon;
 Dr. Bruno José Machado de Almeida, Coordinating Professor with Aggregation of the Accounting and Business School of the Coimbra Polytechnic Institute;
 Dr. António Maria Palma dos Reis, Full Professor of the School of Economics and Management of the University of Lisbon;
 Dr. Jorge Domingos Carapinha Veríssimo, Coordinating Professor with Aggregation of the School of Communication and Media Studies of the Lisbon Polytechnic Institute.

Alternate Members:

Dr. João Pedro Coelho Gomes de Abreu, Coordinating Professor of the School of Communication and Media Studies of the Lisbon Polytechnic Institute;

Dr. José Luís Mendes Loureiro Abrantes, Coordinating Professor of the Higher School of Technology and Business at the Viseu Polytechnic Institute.

- 15.** Admission, assessment and classification of candidates – Once the application period expires, the jury meets to consider the admission and proceed with the assessment and classification of candidates in accordance with the criteria stated in paragraph 13 of this Proclamation.
- 15.1 The selection procedure may be terminated by reasoned act of the President of IPL respecting the general principles of administrative activities as well as the legal and regulatory limits on recruitment.
- 16.** Absolute merit is gauged on the basis of the candidate's *curriculum vitae*, relevant in the area which the present proclamation refers to, under the terms laid down in paragraph 13 above. Candidates who do not successfully achieve a classification of 50% or higher in the jury's assessment will be excluded.
- 17.** Prior hearing – In the event of a candidate being excluded for non-compliance with the legal requirements, or for lack of absolute merit, and at the end of the assessment, a prior hearing will be given under the terms of article 121 et seq. of the Code of Administrative Procedure (CPA), published by Law No. 4/2015 of 7 January.
- 18.** Public hearings - Under the terms laid down in Article 23(4)(b) of ECPDESP, the jury may conduct public hearings on an equal footing for all candidates.
- 19.** Enquiries – The selection process may be consulted by those candidates wishing to do so at the facilities of the School of Communication and Media Studies, located at the IPL Benfica campus, 1549-014 Lisbon, from 10:00 – 12:00 and 14:00 – 16:00.
- 20.** Recruitment conditions - Shortlisted candidates will be contracted under the terms and conditions which allow for the provisions laid down in Article 46 of Law no. 75-B/2021 of 31 December (State Budget Law for 2021).
- 21.** Pursuant to Article 9(h) of the Constitution, the IPL actively promotes, as an employer, an policy of equal opportunities for men and women as regards access to employment and professional career advancement, scrupulously guarding against any and all forms of discrimination.

Lisbon, 31 January 2022. President of IPL - Dr. Elmano da Fonseca Margato.