



**PUBLIC NOTICE/35/2025**

**CALL FOR APPLICATIONS FOR AN ASSISTANT PROFESSOR AT THE FACULTY OF HUMAN SCIENCES**

**FIELD OF COMMUNICATION SCIENCES | SUBFIELD OF MARKETING AND ADVERTISING**

Professor Isabel Maria de Oliveira Capelo Gil, Rector of Universidade Católica Portuguesa, hereby announces, under the authority of the Rector's office, the opening of a call for applications, for a period of 30 working days, for the recruitment of an Assistant Professor at the Faculty of Human Sciences, in the disciplinary field of Communication Sciences, subfield of Marketing and Advertising.

In accordance with the provisions of the Statutes of Universidade Católica Portuguesa, the Statutes of the Teaching and Research Career of Universidade Católica Portuguesa, the Regulations for the Recruitment of Assistant Professors of Universidade Católica Portuguesa, approved by Order NR/Reg/0030/2022, and the Regulations for the Recruitment of Assistant Professors of the Faculty of Human Sciences, approved by Order of the Rector No. NR/R/0070/2017, of 30 January, the following procedures shall be observed:

1. To be eligible to apply, candidates must:
  - a. Hold a PhD in Communication Sciences, Marketing and/or Advertising or Management with a specialization in Marketing;
  - b. Hold a CV displaying scientific and pedagogical experience in the sub-area of Marketing and Advertising;
  - c. Demonstrate proficiency in English language teaching.
2. Candidates must meet the conditions set forth in the Statutes of the Teaching and Research Career of Universidade Católica Portuguesa, in particular Article 12(1) and Article 23, in the Regulations for the Recruitment of Assistant Professors of Universidade Católica Portuguesa, Articles 3 and 9, in the Regulations for the Recruitment of Assistant Professors of the Faculty of Human Sciences of Universidade Católica Portuguesa and in the Rules for Admission to the Competition for Assistant, Associate and Full Professors of the Faculty of Human Sciences. The admission of candidates complies with article 46 of the Statutes of Universidade Católica Portuguesa.
3. The application, addressed to the Rector, must be sent by email to [direcaofch@ucp.pt](mailto:direcaofch@ucp.pt), together with digital copies of the following documents:
  - a) CV;
  - b) Candidacy application form ("Requerimento de admissão a concurso");
  - c) Declaration of identification with the values of Universidade Católica Portuguesa;
  - d) Copy of PhD certificate.
  - e) Declaration attesting to English language proficiency (diploma or certificate of studies or declaration under oath).
4. At the end of the period established by the present notice, the Rector shall issue a preliminary order detailing admission or non-admission to consideration. Failure to meet the required criteria shall result in non-admission. Non-admitted candidates may issue a response within 10 working days, with the final decision being reached within a maximum period of 30 working days.



5. Candidates admitted to consideration by the jury must provide, within 30 working days counting from the date of the official notification of admission, digital copies of:
- Up to five publications listed in the CV that the candidate considers to be representative of his/her scientific path and achievements;
  - Syllabus for a curricular unit to be taught in the area of the position to be filled;
  - A career development plan that includes the scientific and pedagogical project the candidate proposes to develop at the University.

6. The ranking criteria, regarding absolute and relative merit (in descending order), are as follows:

<b>I</b>	<b><u>Scientific component of CV</u></b>	<b>50%</b>
	Publication of books, book chapters, articles and texts in journals and volumes of Proceedings with peer review [these may include accepted, in press publications, with indication of publisher/journal title]	0-20
	Conferences and talks given by invitation or submitted to scientific events	0-10
	Coordination and participation in research projects/networks and organization and participation in scientific events	0-10
	Supervision of dissertations or of other non-curricular 2 <sup>nd</sup> cycle [Master's degree] components;	0-5
	Other scientific activities (awards, scholarships, membership of editorial bodies or scientific assessment panels, conferences or talks at non-academic events, etc.).	0-5
<b>II</b>	<b><u>Pedagogical component of CV</u></b>	<b>30%</b>
	Diversity of curricular units taught (subjects, and level or area of degrees)	0-10
	Syllabus of a curricular unit in the area of the position to be filled (objectives, syllabus and bibliography)	0-15
	Participation in academic assessment panels	0-5
<b>III</b>	<b><u>Service component of CV</u></b>	<b>10%</b>
	Academic management of the University or Faculty, its departments, institutes, study centres, degrees and other scientific and pedagogical structures or bodies; university outreach and promotional activities and service to civil society or to the Church (scientific and cultural affiliations, councils, commissions or consultancies, media presence, etc.)	



**IV Academic development plan**

**10%**

Short report or cover letter that includes a self-reflection and self-assessment on the academic path already taken by the candidate and an outline of some research options or paths to be developed over the next five years at the Faculty of Human Sciences, Universidade Católica Portuguesa. This report must explain the contribution to the development and evolution, in scientific and institutional terms, of the relevant disciplinary area of the call for applications.

7. For the purpose of ranking candidates, each member of the jury shall separately rank candidates by order of relative merit and shall, as a result, take part in the vote for 1<sup>st</sup> place, then for 2<sup>nd</sup> place, and so forth, until the ranking of all candidates admitted on absolute merit has been completed. Once the ranking criteria have been applied, the jury shall draft a preliminary ranking list of candidates.
8. This preliminary ranking list, together with respective reasoning, including the absence of candidates not admitted on grounds of absolute merit, shall be notified to candidates, to enable a written response, within a period of 10 working days, after which period the ranking list shall be upheld by the jury within a maximum period of 30 working days.
9. The jury's final decision, to be issued within a maximum period of 90 days from the applications deadline, shall be recorded in minutes, detailing each individual vote and respective reasoning, with no abstentions allowed.
10. Within 8 working days, the final decision, together with the minutes, shall be sent to the Rector for the purpose of ratifying the ranked applicant list and issuing its publication.
11. The jury is composed as follows:

Chair: Rector of Universidade Católica Portuguesa

Members:

Dr Jorge David Fernandez Gomez, Full Professor at the Faculty of Communication, University of Seville

Dr Maria Helena Martins da Costa Pires, Associate Professor at the Department of Communication Sciences, University of Minho

Dr Ana Teresa Machado, Coordinating Professor at the School of Media Studies, Polytechnic Institute of Lisbon



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REITORIA

Dr Nelson Costa Ribeiro, Full Professor at the Faculty of Human Sciences, Universidade Católica Portuguesa

Dr Carla Ganito Afonso, Associate Professor at the Faculty of Human Sciences, Universidade Católica Portuguesa

## 12. Data Protection Policy:

Universidade Católica Portuguesa is the Data Controller pursuant to Regulation (EU) 2016/679 (General Data Protection Regulation).

The personal data processed within the scope of this recruitment procedure are intended solely for the management of the same, and shall be processed by Universidade Católica Portuguesa with the purpose of verifying the fulfillment, by the candidates, of the prerequisites established in the applicable legislation for contractual purposes. Objection to the processing of data on the part of candidates shall render their application and, by extension, its analysis and assessment, nonviable.

The personal data of data subjects, where essential for the discharge of the obligations of Universidade Católica Portuguesa, may be transmitted to third parties, namely the Financing Entities identified in this Public Notice.

The data retention period will correspond to the legally defined period of five years.

Data subjects have the right to object to the collection and processing of data; to verify, rectify, request erasure and to restrict the processing of collected data. An exception to the exercise of these rights is verified where personal data are used to safeguard the public interest, namely in cases of crime detection and prevention, or when they are subject to professional secrecy.

Data Subjects have the right to access and to data portability.

Rights of Data Subjects: [https://www.ucp.pt/rights-data-subjects?set\\_language=en](https://www.ucp.pt/rights-data-subjects?set_language=en)

To exercise your rights, please contact the University at [compliance.rgpd@ucp.pt](mailto:compliance.rgpd@ucp.pt). The Data Subject invariably holds the right to contact and file a complaint with the National Data Protection Commission.



### 13. Non-Discrimination and Equal Access Policy

Universidade Católica Portuguesa actively promotes a policy of non-discrimination and equal access, so that no candidate may be privileged, benefited, harmed or deprived of any right or exempt from any duty due, in particular, to ancestry, age, gender, sexual orientation, marital status, family situation, economic status, education, origins or social status, genetic heritage, reduced work capacity, disability, chronic illness, nationality, ethnic origin or race, territory of origin, language, religion, political or ideological convictions and union membership.

### 14. Final Remarks

The present recruitment procedure is exclusively intended to fill the indicated position, and may be terminated at any point up to the approval of the definitive ranked list of candidates. It is terminated once the job position has been filled.

It may be annulled should it be vacated of candidates, in case of force majeure, or for any budgetary reasons which override the announcement of the call for applications.

The selected candidate shall enter into a contract for an Assistant Professor position, pursuant to the provisions of the Statutes of the Teaching and Research Career of Universidade Católica Portuguesa.

### 15. For further information and submission of applications:

Direção da Faculdade de Ciências Humanas  
[direcaofch@ucp.pt](mailto:direcaofch@ucp.pt)  
Telephone: 21 721 41 90

Lisbon, 7 May, 2025

The Rector