



Call for a Faculty Position at the French University in Egypt

The French University in Egypt (UFE) invites applications for faculty positions to be filled effective September 2026. UFE, a leading institution of higher education in Egypt, operates in partnership with prestigious French universities, including, but not limited to, Sorbonne Nouvelle University, Nantes University, Haute-Alsace University, Paris 1 Panthéon-Sorbonne University, CY Cergy Paris University, Gustave Eiffel University, Versailles Saint-Quentin University, le CNAM... Our mission is to deliver academic excellence through a unique blend of Egyptian and French educational traditions.

Position 15: Assistant Lecturer – Digital Marketing

Ref Code: UFE-MAN-26-003

The Faculty of Management invites qualified and motivated candidates to fill the position of Assistant Lecturer in Digital Marketing. The successful candidate will support teaching and student development in the rapidly evolving field of digital marketing, with attention to the French and European market context.

Responsibilities

1. Teaching:

- We are seeking a candidate who can deliver resources and lead students' projects in:
 - UX Design (user research, testing, accessibility)
 - UI Design (interfaces, prototyping)
 - Web Development (front-end + back-end basics)
 - Artificial Intelligence applied to multimedia
 - fundamentals of machine learning
 - generative AI (text, image, code)
 - integration into web projects

2. Research:

- We are seeking a candidate who has completed (or is nearing completion of) a Master's degree and demonstrates a strong commitment to research activities.

3. Pedagogical Supervision:

- Support students in projects combining:
 - UX + development + AI
- Supervise SAE (learning and assessment situations)
- Mentor student projects
- Participate in assessment and grading committees

3. Internship and Work-Study Supervision:

- Ensure internships follow-up with companies:
 - communication with workplace supervisors
 - internship evaluations and reports
- Support students' professional integration

4. Organization of Final Presentations:

- Prepare students for presentations (methodology, public speaking)
- Participate in final presentations' committees (internships, projects, LAS Learning and Assessment Situations)



- Assess both technical and professional skills
- Write evaluation reports and feedback

5. Content Development:

- Design teaching materials
- Integrate AI tools into learning activities
- Develop real-world case studies

6. Technological Watch:

- Stay up to date with developments in:
 - UX (accessibility, ethical design)
 - web development
 - artificial intelligence
- Regularly update content

7. Administrative and Institutional Duties:

- Verify administrative documents:
 - student records
 - internship agreements
 - academic submissions
- Supervise evaluations /exams
- Participate in academic life:
 - team meetings
 - program committees
- Monitor attendance and student performance

Experience / Skills

Technical Skills:

UX / UI

- User research
- Wireframing and prototyping (e.g., Figma)
- User testing
- Digital accessibility

Development:

- HTML / CSS / JavaScript
- Frameworks (React, Vue, etc.)
- Back-end basics (APIs, databases)

Artificial Intelligence:

- Fundamentals of machine learning
- Use of generative AI tools
- Integration of AI into projects
- Understanding of ethics and bias

Soft Skills:

- Teaching and communication skills
- Organizational and administrative rigor
- Project management
- Ability to interact with students and professionals
- Teamwork
- Adaptability

Candidate Profile:

- Strong interest in teaching and student support



- Ability to connect UX + development + AI
- Strong link with the professional world
- Ability to supervise projects and internships
- Sense of responsibility (exams, evaluations, supervision)

Preferred Qualifications:

- Professional experience (agency, startup, tech company...)
- Active professional network
- UX portfolio including AI-related projects
- Knowledge of higher education systems

Application Instructions

Interested applicants are invited to submit a curriculum vitae that includes: employment history, a statement of research and teaching interests aligned with UFE's Franco-Egyptian mission, a list of publications, the names of at least three referees, and a letter of motivation.

Academic rank is assigned based on the highest degree earned, teaching experience, research output, and years of relevant experience.

Applications will be reviewed until the position is filled. For best consideration, applications should be submitted by **July 3rd, 2026**.

For further information, please contact the Human Resources Department: hr@ufe.edu.eg or the Head of Department: asmaa.sharif@ufe.edu.eg

Post Date: June 9th, 2026.