

## TEMPLATE FOR ADVERTISING RESEARCH POSTS

based on indications given by par. 4.4.1 of the  
"Report of the Working Group of the Steering Group of Human Resources Management under the  
European Research Area on Open, Transparent and Merit-based Recruitment of Researchers"

**Recruiting Department/Research Unit:** Department of Political Sciences, Communication and International Relations

**Title:** Design of artificial intelligence algorithms for trend analysis in social media

### Offer description:

The research activity focuses on the application of artificial intelligence algorithms for analysing and processing data from social media, with the aim of developing advanced tools for forecasting trends in the fashion world. Through the use of machine learning techniques, deep learning and optimisation algorithms, models are created that can identify complex patterns, automate analysis and improve the accuracy of forecasts. This activity aims to generate new knowledge and support the development of innovative data-driven solutions.

### Researcher career profile:

- *R1 First Stage Researcher (up to the completion of PhD)*

For further details <https://euraxess.ec.europa.eu/europe/career-development/training-researchers/research-profiles-descriptors>

**Location:** Macerata, Italy

### Type of contract:

- *temporary*

### Job status

- *full time*

**Expected start date and duration of the contract:** 12 (twelve) months. The exact start date will be provided after the selection process.

**Annual gross salary:** 12.800,00 €

**Selection criteria:** Master's degree in Marketing, Computer Engineering, Computer Science. field Data analysis with artificial intelligence artificial intelligence.

### Preferential selection criteria:

1. Knowledge of programming languages C, C++, Python;
2. Documented professional experience, not less than 6 months, in activities relevant to those indicated
  1. in the call for applications.
  2. Scientific publications in international journals
  3. Participation in international conferences of renowned value for the field.

**Application deadline:** 10/03/2025 1 p.m.

**Full details are available at:** <https://www.unimc.it/it/ateneo/bandi-e-concorsi/finanziamenti-ricerca/bandi-assegni-ricerca>

**Enquiries can be made to** Ufficio Ricerca Scientifica e Dottorato – [ufficio.ricerca@unimc.it](mailto:ufficio.ricerca@unimc.it)

## **DISCLAIMERS**

- The University of Macerata has adopted an OTM-R (Open, Transparent and merit-based Recruitment) policy within the framework of its Human Resources Strategy for Researchers; see <https://www.unimc.it/it/ricerca/hrs4r/la-policy-otm-r-open-transparent-and-merit-based-recruitment-of-researchers>
- The University of Macerata pursues an equal opportunities and diversity policy as well. Among facilities, a kindergarten is available for university's employees. Specific facilities and services are also dedicated to employees with disabilities (transportation services, specific technologies for studying).