

# Assistant Professor – Digital Media and Audience Engagement

The Walter Cronkite School of Journalism and Mass Communication at Arizona State University is seeking two assistant professors to teach and conduct research in digital media and audience engagement.

The Cronkite School is a global leader in professional and innovative digital news media education. Located on ASU's Downtown Phoenix Campus in the nation's 12th largest media market, the school operates Arizona PBS, one of the nation's largest public television stations, as well as a dozen professional immersion programs that serve as laboratories for both research and student learning.

Required qualifications for the assistant professor positions are a Ph.D. with an emphasis on traditional and emerging quantitative and qualitative research techniques, multivariate statistical analysis, analytics tools and software.

The ideal candidate also will have professional experience in digital media, a background in digital audience data and their use to engage audiences and create new digital products, and a demonstrated ability to grow a digital audience using research, content, engagement and analytics. The candidate should have a robust knowledge of site and social analytics tools and practical experience testing content variables across digital platforms. The ideal candidate also will have a rich interest in social media, the ability to track real-time social conversations and enthusiasm for the opportunities in social journalism.

The Cronkite School offers Bachelor of Arts, Master of Mass Communication and Ph.D. degrees. The school is accredited by the Accrediting Council on Education in Journalism and Mass Communication. ASU is a large Research I institution.

Application deadline: September 15, 2017, or if not filled, every two weeks thereafter until the search is closed.

Application procedure: Materials must include 1) a current curriculum vita; 2) a letter outlining employment history, educational philosophy, scholarly research or creative interests and a description of how the applicant's experiences will benefit the Cronkite School; and 3) names, positions and telephone numbers of three academic or professional references.

Submit materials via email to:

[cronkitejobs@asu.edu](mailto:cronkitejobs@asu.edu)

Attn: Bill Silcock, Ph.D.

Assistant Dean

Walter Cronkite School of Journalism and Mass Communication

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Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will be considered without regard to race, color, sex, religion, national origin, disability, protected veteran status, or any other basis protected by law. More detailed information can be found

at <https://www.asu.edu/aad/manuals/acd/acd401.html> and <https://www.asu.edu/titleIX/>.