

Assistant Professor, Social Media Marketing

Institution:	California State University, Los Angeles
Location:	Los Angeles, CA
Category:	Faculty - Business - Marketing and Sales
Posted:	06/18/2019
Application Due:	Open Until Filled
Type:	Full-Time

College of Business and Economics
Department of Marketing

Position: Assistant Professor of Marketing (Social Media Marketing)

Starting Date: August, 2020

Minimum Qualifications:



- An earned doctorate (Ph.D.) in Marketing or a closely-related field from an AACSB-accredited institution is required; however, applicants nearing completion of the doctorate (ABD) may be considered. For appointment, the doctorate must be completed by the date of appointment (8/20/2020).
- Evidence of successful teaching experience at the university level.
- Evidence of scholarly activity directly related to marketing and/or social media marketing.

Preferred Qualifications:

- Evidence of active professional participation on social media platforms.
- Evidence of teaching and/or professional delivery of content-based marketing communications using technology platforms.
- Documented training and experience using mobile marketing technologies, platform specific and/or cross-platform SDKs.
- Documented experience developing courses in social media strategy and marketing.

Duties:

The primary professional responsibilities of instructional faculty members are: teaching, research, scholarship and/or creative activity, and service to the University, profession and to the community. These responsibilities generally include: advising students, participation in campus and system-wide committees, maintaining office hours, working collaboratively and productively with colleagues, and participation in traditional academic functions.

The successful candidate will initially have primary teaching responsibilities in content marketing, mobile

marketing, internet, search and social media marketing.

The successful candidate will be committed to the academic success of all of our students and to an environment that acknowledges, encourages, and celebrates diversity and differences. To this end, the successful candidate will work effectively, respectfully, and collaboratively in diverse, multicultural, and inclusive settings. In addition, the successful candidate will be ready to join faculty, staff, students, and administrators in our University's shared commitment to the principles of engagement, service, and the public good.

Salary: Initial salary is commensurate with qualifications and experience.

The University:

California State University, Los Angeles (Cal State LA) is one of 23 campuses within the California State University system. The University is the premier comprehensive public university in the heart of Los Angeles. Cal State LA is ranked number one in the U.S. for the upward mobility of its students, and is dedicated to engagement, service, and the public good. We offer nationally recognized programs in science, the arts, business, criminal justice, engineering, nursing, education, ethnic studies, and the humanities. Our faculty have a strong commitment to scholarship, research, creative pursuits, community engagement, and service.

Our 240,000 alumni reflect the City and County's dynamic mix of populations. The University has one of the most diverse student populations of any college or university in the nation. As a federally recognized Hispanic-Serving Institution, and Asian-American, Native American, and Pacific Islander-Serving Institution, Cal State LA recognizes the transformative power of education and embraces its duty to identify and serve the needs of all of its students. The University is committed to creating a community in which a diverse population can live, work and learn in an atmosphere of civility and respect for the rights and sensibilities of each individual.

The College:

The College of Business and Economics is an AACSB international accredited business school. Only 5% of business schools worldwide have achieved AACSB international accreditation. The College meets the standard and reflects our commitment to quality and continuous improvement. For more than a decade, Cal State L.A.'s undergraduate business program has been listed among the nation's best in U.S. News & World Report's "America's Best Colleges" issue. Cal State L.A. is among the top five public institutions in California that made the 2013 list.

The Department:

The Marketing Department has the third largest enrollment area for the College of Business and Economics with more than 870 majors. The department's culturally diverse faculty hold Ph.D. degrees from prestigious universities. The Department's emphasis is on "Excellence in Teaching through Practical Application" in the graduate areas: Marketing Management and International Business and undergraduate options: Marketing, International Business, and Retailing. We offer eight certificates including the growing area of Social Media. The Marketing Department was one of the first departments to offer a curriculum in Social Media. The Certificate in Social Media at CSULA gives students, regardless of major, both practical and analytical skills that will allow them to work in a variety of positions related to the fast paced and emerging field of social media. The department will be expanding the curriculum to the graduate program.

Required Documentation:

Please submit the following to the Search Committee Chair at the email address below:

- 1) A cover letter specifically addressing minimum and preferred qualifications.
- 2) A curriculum vitae.
- 3) A narrative statement describing your commitment to working effectively with faculty, staff, and students in a multicultural/multiethnic urban campus environment with a substantial population of first-generation students.
- 4) A list of three professional references.
- 5) A University Application for Employment Form

Finalists will be required to submit:

Official transcripts.

Employment is contingent upon proof of eligibility to work in the United States.

Application:

Review of applications will begin August 1, 2019, and will continue until the position is filled.

Please email all application materials in a single PDF to: Dr. Joseph Otto, Department Chair at jotto@calstatela.edu. Please type "Social Media Tenure-Track Application" in the subject line."

Please address all questions to the search committee chair Iksuk Kim at: ikim@calstatela.edu

Note: The person holding this position is considered a "mandated reporter" under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.

A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position with the CSU. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.

In addition to meeting fully its obligations under federal and state law, Cal State LA is committed to creating a community in which a diverse population can live, work and learn in an atmosphere of tolerance, civility and respect for the rights and sensibilities of each individual. To that end, all qualified individuals will receive equal consideration without regard to economic status, race, ethnicity, color, religion, marital status, pregnancy, national origin or cultural background, political views, sex, sexual orientation, gender identification, age, disability, disabled veteran or Vietnam era veteran status.

AN EQUAL OPPORTUNITY/TITLE IX EMPLOYER

Upon request, reasonable accommodation will be provided to individuals with protected disabilities to (a) complete the employment process and (b) perform essential job functions when this does not cause undue hardship.

APPLICATION INFORMATION

Postal Address:	Iksuk Kim, Search Committee Chair Department of Marketing California State University, Los Angeles 5151 State University Drive ST F517 Los Angeles, CA 90032
Phone:	323-343-5256
Online App. Form:	http://www.calstatela.edu/sites/default/files/groups/Human%20Res...

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Apply through Institution's Website

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