



## Assistant Professor or Executive-in-Residence in Marketing Analytics

Institution: [Emerson College](#)  
Location: Boston, MA  
Category: Faculty - Business - Marketing and Sales  
Posted: 08/04/2015  
Type: Full Time



# EMERSON COLLEGE

## Emerson College

### Assistant Professor or Executive-in-Residence in Marketing Analytics

#### Description:

Emerson College invites applications for an Assistant Professor (tenure track) or Executive-in-Residence (term, renewable) in Marketing Analytics to join its established and expanding Department of Marketing Communication. The appointment begins September 1, 2016.

#### Primary Duties, Responsibilities, and Tasks:

We seek a skilled team member to add to our traditional strengths in advertising, public relations, marketing management and research, to increase our offerings in marketing analytics, web analytics, and the uses of data-driven analysis and decision making in for-profit and not-for-profit organizations generally. This colleague would bring expertise in the management of customers, media, and marketing channels based on data capture and analytical thinking enabled by emerging web and database platforms and tools. An associated research program, and/or an extensive professional network in related areas, is highly desirable.

The Department was recently named #5 among undergraduate departments of marketing in the U.S. by U.S.A. Today, and it includes two Masters Programs as well as a soon-to-be-launched major in the Business of Creative Enterprises. All are professionally oriented and also grounded in the liberal arts, and together they serve approximately 900 degree candidates. The individual selected for this position will be expected to contribute across several of these programs.

Successful applicants must have a minimum of an MBA or masters degree in a relevant field, and meaningful, related professional experience. Prior classroom teaching experience of diverse students at the university level is desirable, but not necessary. There are many opportunities for training or teaching in professional settings. If you do not have university level or formal teaching experience, please briefly summarize your experience instructively leading teams, training teams or individuals, or any teaching-related professional experience you might have. Based on credentials and experience, the appointment may be at the rank of Executive-in-Residence (term,

renewable) or Assistant Professor (tenure track). In the latter case, a record indicating ongoing scholarly productivity will be necessary.

Emerson College is dedicated exclusively to programs in communication and the arts. Located in the center of diversity-rich Boston, Emerson is surrounded by major healthcare and research centers. In the 2014-15 academic year, the College enrolled approximately 3,757 full-time undergraduates and nearly 758 full and part-time graduate students from 75 countries and all 50 states.

Emerson College is committed to an active, intentional, and ongoing engagement with diversity in people, in the curriculum, in the co-curriculum, and in the College's intellectual, social, cultural, and geographical communities. Emerson endorses a framework of inclusive excellence, which recognizes that institutional excellence comes from fully engaging with diversity in all aspects of institutional activities. Members of historically under-represented groups are encouraged to apply.

**Diversity Statement:**

Emerson College believes diversity enriches the educational experience by providing students with the opportunity to learn from individuals who may have different backgrounds, experiences, and perspectives. Engagement with diversity in the curriculum, in our co-curricular offerings, and all other aspects of the College enhances the personal and intellectual growth of all members of our campus community. Emerson is committed to strengthening communities, including our workplace, by fostering the development of the intercultural competencies necessary for meaningful citizenship in an increasingly complex, pluralistic society.

**Special Instructions to Applicants:**

Please submit a cover letter indicating professional orientation; summary of teaching evaluations and teaching philosophy, if applicable; curriculum vitae/resume; and contact information for three references (not to be contacted without applicants' written approval).

Questions about the position should be directed to the chair of the search committee, Dr. Nejem Raheem, at [Nejem\\_Raheem@Emerson.edu](mailto:Nejem_Raheem@Emerson.edu). Review of applications will begin in September 2015 and continue until the position is filled.

**Annual Clery Report:**

In accordance with the federal Clery and Campus SaVE Acts, Emerson College commits to providing all current and prospective students and employees with access to the annual campus security reports for each of our campuses. This report may be accessed from the Emerson College Police Department website.

To apply, please visit: [www.emerson.edu](http://www.emerson.edu)

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## Application Information

**Contact:** Emerson College  
**Online App. Form:** <http://apptrkr.com/650371>

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