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Assistant Professor or Executive-in-Residence in Marketing Analytics

[Emerson College](#) in Massachusetts

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Deadline	Open until filled
Date Posted	October 2, 2017
Type	Tenured, tenure track
Salary	Competitive

Employment Type Full-time

Emerson College invites applications for an Assistant Professor (tenure track) or Executive-in-Residence (term, renewable) in Marketing Analytics to join its established, rapidly-expanding Department of Marketing Communication. The appointment begins August 23, 2018.

We seek a skilled teacher to add to our strengths in advertising, public relations, marketing

management and research, and 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. This colleague would bring expertise in the management of customers, media, and marketing channels, based on data capture and analytical thinking, and enabled by emerging web, social media and database platforms and tools. An associated research program for the tenure track position is

required. An extensive professional network in related areas is highly desirable. The Department is committed to strengthening our students' analytical and quantitative skills to achieve insights and to inform and foster creativity.

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. Therefore, we strongly encourage applications from candidates who can demonstrate through their teaching, research and service that they can contribute to our excellence in this area.

The Department was recently named #5 among undergraduate departments of marketing in the U.S. by U.S.A. Today. The department offers two graduate programs, including a soon-to-be-launched online Master's in Digital Marketing & Data Analytics, which will be launched in fall 2018 and will join the current on-campus Master's program in Strategic Communication for Marketing. The Department also offers two undergraduate majors (Marketing Communication and the Business of Creative Enterprises) and three undergraduate minors (Marketing Communication, Entrepreneurial Studies and Business Studies). 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 Master's degree in a relevant field, prior classroom teaching experience of diverse students at the university level, and meaningful, related professional experience. Based on credentials and experience, the appointment may be at the rank of Executive-in-Residence (full-time renewable contracts) or Assistant Professor (tenure track). In the latter case, a record that indicates ongoing scholarly productivity will be necessary and a Ph.D. degree is preferred.

Please submit a cover letter indicating teaching philosophy, research scholarship, and professional orientation; summary of teaching evaluations, if applicable; curriculum vitae; and contact information for three references (not to be contacted without applicant's written approval) through the faculty application portal at: <https://emerson.peopleadmin.com/postings/15724>.

Questions about the position should be directed to the chair of the search committee, Dr. Seounmi Youn, at seounmi_han_youn@emerson.edu. Review of applications will begin November 10, 2017 and continue until the position is filled.

Emerson College is the nation's only four-year institution dedicated exclusively to majors in communication and the arts in a liberal arts context. Its main campus is located in the center of the dynamic multicultural city of Boston, in close proximity to major publishing houses, arts institutions and research centers. The college also has campuses in Los Angeles and the Netherlands. Emerson College enrolls over 4,300 graduate and undergraduate students from more than 70 countries and all 50 states.



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How To Apply

You can apply for this position online at <https://emerson.peopleadmin.com/postings/15724>.