

Assistant Professor of Integrated Marketing Communication

Institution:	Gwynedd Mercy University
Location:	Gwynedd Valley, PA
Category:	<ul style="list-style-type: none">■ Faculty - Business - Marketing and Sales■ Faculty - Communications - Media and Communication Studies
Posted:	09/12/2018
Application Due:	Open Until Filled
Type:	Full Time
Notes:	included in Diversity and Inclusion Email

Gwynedd Mercy University is seeking candidates for the tenure-track position of Assistant Professor of Integrated Marketing Communication to begin January 2019.

The successful candidate will have substantial professional experience in integrated marketing communication and be highly skilled in developing and implementing digital marketing strategies as part of IMC campaigns. From a communication perspective, the candidate must demonstrate expertise in using digital and traditional media channels. In addition, the right candidate for this position will be committed to the continuous study of new marketing communication techniques and technologies, as well as the continuous evolution of their instruction. Innovation in the classroom is encouraged and expected.



Duties

The successful candidate will be expected to teach 12 credits per semester or the equivalent. In addition to teaching, position requirements include student advising, oversight of student internships, curriculum development and assessment, a robust professional development agenda, and cultivation and maintenance of professional partnerships to benefit the program.

Qualifications Required

Strong consideration will be given to applicants with professional experience in marketing and online/social media communications as it relates to brand communications, advertising, and promotions. Candidates for the position should have knowledge of diverse current and emerging media platforms.

Additional qualifications include:

- Ph.D. preferred, Master's required in Integrated Marketing Communication or a related field;
- Relevant professional experience in IMC;
- Commitment to ongoing innovation and leadership in digital marketing, social media, and cutting-edge approaches in communication;
- Commitment to undergraduate teaching; previous college-level teaching experience is preferred.

Gwynedd Mercy University believes that diversity in our campus community enriches the educational experience of its students by providing them with the opportunity to learn from individuals of various backgrounds. Because of this belief, Gwynedd Mercy strongly encourages applicants from traditionally underrepresented groups who are committed to our mission to apply for our faculty openings. Please visit gmercyu.edu for information regarding our mission, core values, and beliefs.

Review of applications will begin immediately and continue until the position is filled. To ensure full consideration, qualified candidates should submit a letter of application, vitae, and names of three references with phone numbers/email addresses

APPLICATION INFORMATION

Contact: Human Resources
Gwynedd Mercy University

Online App. Form: https://www.appone.com/MainInfoReq.asp?R_ID=211812...

Gwynedd Mercy University is committed to maintaining a positive learning, working, and living environment that is free from unlawful discrimination and harassment. Gwynedd Mercy University does not discriminate against any applicant for admission to or employment at the University because of race, religion, age, gender, sexual orientation, gender identity, national origin, disability, color, marital status, veteran status, genetic characteristics, or any other characteristic protected by federal, state or local law ('Protected Classes'). This includes, but is not limited to, admissions, financial aid, educational services, and student programs and activities, as well as to all terms and conditions of employment including, but not limited to, recruitment, selection, hiring, placement, transfer, promotion, training, compensation, benefits, discipline, and termination. The University will not tolerate unlawful acts of discrimination or harassment based upon Protected Classes, or related retaliation against or by any employee or student.

Apply through Institution's Website

