



Assistant/Associate Professor of Digital Marketing and Communication

Institution:	Keuka College
Location:	Keuka Park, NY
Category:	Faculty - Business - Marketing and Sales
Posted:	12/24/2017
Type:	Full Time

Position Title

Assistant/Associate Professor of Digital Marketing and Communication



KEUKA COLLEGE
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Job Type

Faculty

Position Type

Full-time, 10 month, Tenure-Track Faculty

FLSA

Exempt

Hours

40 hours/week

Job Description Summary

Keuka College invites applications for an Assistant/Associate Professor of Digital Marketing and Communication beginning Fall 2018. This position is a 10-month tenure-track position. The successful candidate should have a Ph.D. in Marketing, Communication, or another relevant field, will teach a 4/4 course load (12 credits per semester); maintain an active research agenda in his or her field, and provide service to the institution. The successful candidate will prepare communication and business professionals and entrepreneurs for work in the converging and ever-changing media environments of public relations, marketing, social media and digital communication. This

person will focus on the use of communication skills and digital design to create and disseminate strategic messages across media platforms. The successful candidate will be passionate and knowledgeable about the field of marketing and digital communication, be able to guide students in their career planning, and be skilled in advising and assessment. Potential course assignments include Marketing, Graphic Design, and Digital Publishing.

Essential Responsibilities

- Teach some combination of four classes per semester (3 credits each) for the Division of Business and Management and the Division of Humanities & Fine Arts.
- Collaborate with faculty in both divisions to refine cross-disciplinary programs.
- Attend faculty and division meetings and participate in faculty governance
- Responsible for ensuring that assigned tasks are completed in compliance with various institutional and regulatory requirements.
- Maintain a professional and courteous attitude at all times towards co-workers, internal and external customers, representing Keuka College, its programs, policies, and procedures in a positive and professional manner. Maintain effective working relationships to ensure institution-wide teamwork.
- Attend provided/necessary training and other meetings to support effectiveness within the position as required.
- Consistently demonstrate high standards of integrity by supporting the Keuka College mission, vision, and values and adhering to institutional policies.
- Maintain a high regard for student privacy in accordance with the FERPA privacy policies and procedures.
- Regular and reliable attendance is expected and required.
- Perform other functions as assigned by the Chairs.

Minimum Qualifications

1. Ph.D. preferred (Masters required) in Marketing, Communication, or another relevant field.
2. Evidence of 3-5 years of higher-education classroom teaching experience.
3. Evidence of 3-5 years of appropriate industry experience.
4. An established scholarly agenda related to digital marketing or communication.
5. Ability to effectively communicate both verbally and in writing.
6. Understand and behave with a high level of integrity and complete confidentiality at all times.
7. Ability to be sensitive to and respond to needs/concerns of students, faculty, college staff and the public.
8. Ability to work under pressure with a high tolerance for interruptions, and the ability to

work with diverse groups of people.

Physical Requirements

In support of the Americans with Disabilities Act, this job description lists only those responsibilities and qualifications deemed essential to the position.

About Us

Keuka College is a warm, welcoming and diverse community of people of different faiths and beliefs, who share a fundamental optimism born of resilience and resourcefulness. Assembled on our serene college campus on the shore of one of the world's most beautiful glacial lakes, and in other venues around the region and across the globe.

APPLICATION INFORMATION

Contact: Human Resources Office
Keuka College

Online App. Form: <https://keuka.peopleadmin.com/postings/2428>

Keuka College is an equal opportunity employer.

Apply through Institution's Website

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