

## **INTEGRATED MARKETING COMMUNICATIONS STRATEGY (T/TT POSITION)**

The Medill School at Northwestern University invites applications for a tenure-track position in Integrated Marketing Communications (IMC) beginning in the 2020–2021 academic year. The position may have the rank of Assistant, Associate or full Professor.

### **QUALIFICATIONS**

Candidates should have a completed, or nearly completed, a Ph.D. in advertising, marketing, communications or a related field and should have a scholarly focus on marketing communications strategy, brand strategy, advertising and/or public relations in digital environments. Candidates should be able to address managerial problems from a strategic point of view and have a good understanding of how technological changes such as media automation affect consumer-firm relationships.

Faculty will research and teach in a demanding but rewarding environment at a premier global university. Medill IMC has a vibrant and supportive research culture. The Integrated Marketing Communications department offers a full-time 15-month master's program, a part-time two-year master's program, an online version of the part-time program and an undergraduate certificate program. It is a professional school, and thus it is critical that the successful candidate integrate theory and professional practice and that research be actionable by the professions.

Northwestern University is a federal contractor that actively participates in affirmative action planning in the areas of recruitment and retention. For each employment and promotional opportunity, Northwestern University actively seeks women, minorities, veterans, and persons with disabilities to maintain a University community that is based on equal opportunity and reflects the diversity of American society. Hiring is contingent on eligibility to work in the United States.

### **APPLICATION INSTRUCTIONS**

To ensure full consideration, applications must be received no later than Nov 15, 2019 but it is expected the position will remain open until filled. Required documents include: CV, copies of research papers, and at least two letters of recommendation to the search committee. Questions should be directed to Robin Young at [robin-young@northwestern.edu](mailto:robin-young@northwestern.edu). The link to application is posted below.

**Department:** Medill - Integrated Mktg Comm

Please read ALL instructions and make preparations before proceeding to the application page:

Applications will **only** be accepted via online submission (see link below).

Please prepare all documents in advance as Adobe PDF files, and please be sure all information is entered correctly and accurately (especially names and email addresses), as there will be no opportunity for online revision after your application has been submitted.

Please also prepare a list of names and email addresses for your external academic references; your references will be contacted directly by the online system and invited to upload their letters on your behalf.

All required fields in the application form are marked with an asterisk and must be filled before clicking the "Submit" button.

Be aware that incomplete applications cannot be saved.

Applications accepted here: [Apply for Job](#)

Northwestern University is an Equal Opportunity, Affirmative Action Employer of all protected classes, including veterans and individuals with disabilities. Women, racial and ethnic minorities, individuals with disabilities, and veterans are encouraged to apply. Hiring is contingent upon eligibility to work in the United States.