

## Southern Virginia University careers

# Assistant/Associate Professor of Marketing

Buena Vista, VA

Full-time

### **The University**

Southern Virginia University is a regionally-accredited, LDS-aligned, private university with an enrollment growing at over 15% annually for the last half-decade. SVU appeals to students, 94% of which are members of the Church of Jesus Christ of Latter-Day Saints, from a wide spectrum of backgrounds as well as from nearly every state in the country, in surprisingly dispersed proportions. Southern Virginia University focuses on being both spiritually strengthening and intellectually enlarging. We also have extraordinarily levels of engagement from the students. Every incoming student is given an iPad which is integrated in their courses, and the majority of the student body are members of various NCAA Division III sports teams, music ensembles, and theater groups.

Elder Rasband, a leader of the Church of Jesus Christ of Latter-Day Saints, described it well in a recent visit to SVU when he declared that, "Twenty years ago a small group of leaders, recognizing a need for an institution of this caliber on the East Coast, established this university... Much has happened here at Southern Virginia University—there is much, much more to come."

### **The Program**

The business program at SVU offers the most popular degree on campus. Under the direction of President Reed Wilcox, an entrepreneur himself, as well as a former partner and director at Boston Consulting Group, and a mission president, the program has been making leaps and bounds, particularly in outcomes for the graduates. The business program is at the beginning of a surge of new hires who will be foundational for the future of the program. We are looking for individuals who are, first and foremost, committed to the mission of the University, which is to Gather, Lift, and Launch. SVU purposefully accepts students from a wide variety of backgrounds, including top achievers and valedictorians every year, as well as first generation college students.

We hope to influence both the spiritual and character development of our students at these crucial years, as well as their prosperity and economic mobility. The business program is particularly important towards that end.

The business program is future focused, both in curriculum and organization. The central focus our efforts are the spiritual, mental, emotional, and temporal outcomes of our students. SVU has recently hired new faculty from some of the very top institutions and programs around the country.

## **The Location**

SVU stunning historic campus sits within just miles of two other elite institutions, Washington and Lee, a top-20 liberal arts college, and the Virginia Military Institute (VMI). Having three thriving universities in such close proximity makes the Buena Vista/Lexington area a vibrant academic location. It offers the incredible outdoor opportunities of the beautiful Shenandoah valley where it is situated, with all of its rural charm, orchards, and natural wonders. The area also provides an almost constant variety of cultural, academic, and sporting events offered by the three adjacent universities. The local community includes an amazing drive-through zoo, a nationally renowned drive in movie theater, connections to some of the most significant moments of national history, and is situated right along what is widely considered one of the top two scenic drives in the United States, the Blue Ridge Parkway (which runs 2 miles from SVU Campus).

SVU is a three-hour drive from Washington DC and only six and a half hours

from New York. It is also situated within a few hours of multiple major airports, providing great options for both domestic and international travel.

## **The Position**

Southern Virginia University anticipates hiring a continuing status-track faculty member at the rank of Assistant or Associate Professor. Work begins in August 2019. The position requires a doctorate or master's (or foreignequivalent) granted, or nearly completed, in Marketing or a related field. Candidates must have and demonstrate a strong ability and passion for teaching undergraduate students. Given the size and rapid growth of the school, they can also expect to be highly involved in building the business program going forward, including designing new course offerings and curriculum.

Preference will be given to candidates with experience, ability, and teaching interests in Marketing Analytics and other marketing courses in our curriculum. As we build the separate Marketing program, the central focus will be on career outcomes for the students, and strong modelling and analytic skills are vital for practitioners in today and tomorrow's data-driven industry. Industry experience is very strong plus. Salary will be commensurate with qualifications and experience.

SVU benefits include health, dental, and vision insurance plans, life insurance and employer-matched 403b retirement contributions as well as tuition benefits for the employee, spouse, and children. Employees also have access to SVU recreational and cultural activities, an on-campus fitness facility, a remarkably low cost of living, and a near ideal location for raising children within an already large and rapidly growing LDS community in the idyllic Shenandoah Valley.

Southern Virginia University is an equal-opportunity employer. We encourage women, veterans, and members of U.S. ethnic minority groups to apply. Candidates should understand and support the mission of Southern Virginia University, and should mention the mission of the school in their cover letter, but are not required to be members of The Church of Jesus Christ of Latter-Day Saints.

If you have any questions please reach out to David Dixon.

To apply, send a letter, CV, at least two letters of reference, evidence of teaching effectiveness, and a copy of graduate transcripts to:

Business Marketing Search Committee  
Office of the Provost  
Southern Virginia University  
1 University Hill Drive  
Buena Vista, VA 24416

or electronically to **provost [at] svu.edu**.

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