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## Assistant / Associate Professor of Marketing - Austin, TX

### Assistant / Associate Professor of Marketing

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 Marketing
  Austin, TX, USA
  Full Time

 nine-month, tenure-track



#### Assistant/Associate Professor in Marketing

The **Bill Munday School of Business** at St. Edward's University invites applications for a full-time, nine-month, tenure-track position in Marketing to begin in Fall 2020. The faculty position will be filled at the Assistant or Associate Professor level with salary depending on qualifications and experience. The individual selected will take a lead role in developing and teaching courses at the undergraduate and graduate levels. Teaching emphasis will be on contemporary marketing practices, including but not limited to digital marketing, social media marketing, analytics and mobile marketing. The Department of Marketing, Entrepreneurship and Digital Media has developed an innovative curriculum in digital marketing, emphasizing the digital expertise needed across all aspects of this area. Specific classroom competencies sought include: Digital marketing, including digital strategy, search marketing, email marketing, web site design and optimization, mobile marketing, data analytics, social media marketing, marketing technology, customer experience marketing and artificial intelligence. Successful candidates will have the technical skills commensurate with teaching these subjects.

#### Qualifications required

- Earned Doctorate in Marketing preferably from an AACSB accredited school by time of appointment.
- At least 3 years of marketing industry experience in either business-to-business or business-to-consumer contexts.
- Prior teaching and/or online course development a plus. Prior experience in teaching digital marketing, social media marketing and/or analytics also desired.
- Demonstrated evidence of research and scholarship potential and familiarity with the AACSB faculty qualification standards.
- Demonstrated research efforts in marketing, with an emphasis in digital marketing.
- Excellent written and spoken English communication skills.
- Excellent interpersonal skills.
- Experience with and commitment to working with a diverse population.
- Documented proof of identity, employment eligibility, and completion of a successful criminal background check.

#### Responsibilities

- Fulfill teaching requirements: Four courses per semester, two semesters per year total of 8 per academic year (option for one course release in one semester for research activity, based on approval, for a four/three load).
- Interact with local, regional, national, and international business, nonprofit, government, and community representatives to develop applied service learning projects and study opportunities for students.
- Develop new courses and curriculum as needed.
- Participate in assessment of student performance in the discipline.
- Maintain commitment to social responsibility in the classroom setting in line with the

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How can we contact you?

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#### Resources

- > Faculty & Staff Benefits Overview
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University's mission.

- Maintain/enhance competency in digital marketing through research, writing, teaching and/or industry experience.
- Teach online/hybrid/face-to-face at both the graduate and undergraduate levels, among other teaching responsibilities.
- Advise undergraduate students.
- Maintain an active program of quality research.
- Meet School and University service requirements through participation on committees.
- Fulfill other required faculty responsibilities as outlined in the St. Edward's University Faculty Manual.



#### **HOW TO APPLY:**

Interested applicants should submit an online application at [www.stedwards.applicantpro.com](http://www.stedwards.applicantpro.com)

Please attach a resume and cover letter to the application. In your cover letter, please discuss how your record of teaching, service and research demonstrates your commitment to diversity and inclusion as emphasized in the mission of St. Edward's University. The cover letter should also address your experiences or interest in global initiatives. Applicants who have not yet had the opportunity for such experience should note how their work will further the mission of St. Edward's University and our commitment to diversity and global initiatives. Appropriate background screening will be conducted for the successful candidate.

**\*\*\*The review of applications will begin immediately and will continue until the position is filled.\*\*\***

#### **ABOUT THE BILL MUNDAY SCHOOL OF BUSINESS:**

The Bill Munday School of Business delivers an experiential, values-based education anchored in the liberal arts and the Holy Cross traditions of learning and service. The Bill Munday School of Business offers several undergraduate and graduate degrees, including Master of Business Administration, Master of Accounting, and Master of Science in Digital Marketing and Analytics.

Over 1,200 students are enrolled in the undergraduate and graduate business programs offered by The Bill Munday School of Business. The school educates students to excel professionally in the dynamic 21st century business environment by emphasizing creative thinking, critical analysis, global collaboration, lifelong learning, adaptation to change, and ethical behavior. The school promotes relationships on our campus with our global partners and across the rich business ecosystem of Austin, focusing on technology, creativity, social enterprise and emerging trends.

#### **ABOUT ST. EDWARD'S UNIVERSITY**

Founded in 1885 by the Congregation of Holy Cross, St. Edward's University is a private, Catholic liberal arts institution of more than 4,600 diverse students located in Austin, Texas. St. Edward's emphasizes critical thinking and ethical practices, as well as small classes, personalized learning and exciting internship opportunities. The community atmosphere extends to the approximately 800 faculty and staff who work together to make the university a welcoming yet challenging environment for students. An overview of St. Edward's University employee benefits is available at; <https://www.stedwards.edu/human-resources/benefits-summary>

#### **ABOUT AUSTIN, TX:**

St. Edward's is in the heart of the thriving, entrepreneurial and cosmopolitan city of Austin, Texas. St. Edward's students live, learn and grow in a city that provides a wealth of resources and opportunities. One of the world's great technology centers, Austin, sometimes referred to as "Silicon Hills," is home to technology heavyweights like Dell, National Instruments and Silicon Labs. Google, Apple, Facebook, Samsung, IBM, Oracle, NXP, Advanced Micro Devices, Cisco, Cirrus Logic, and 3M are among the many other technology companies with significant operations in Austin. Austin is home to 17 companies on the Inc. 5000 list and boasts 1.7 times the national average of startups. In addition, the Austin Technology Council predicts that 9,000 new tech jobs will be created by 2017, which led to the city ranking second on the Forbes list of Best U.S. Cities for Future Job Growth.

The city also hosts the annual SXSW Interactive festival and is an entertainment mecca. With more than 200 live music venues the city is "the live music capital of the world" and hosts the popular Austin City Limits live music program and the SXSW Music and Film festivals. The city regularly appears in lists of America's smartest, coolest, greenest and most livable cities. Forbes recently identified Austin as the U.S. city most likely to grow and prosper during the next decade. Known for its welcoming, tolerant and casual atmosphere, Austin has been recognized by Parents & Colleges as the country's top college town.

**EQUAL OPPORTUNITY EMPLOYER:**

St. Edward's University, as an equal opportunity/affirmative action employer, complies with all applicable federal and state laws regarding nondiscrimination and affirmative action. The University is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, national origin, age, marital status, sex, sexual orientation, gender identity, gender expression, disability, religion, or veteran status in employment, educational programs and activities, and admissions.

**OTHER ITEMS TO KNOW**

**Sponsorship:**

We are not offering sponsorship at this time.

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**Background Checks:**

A criminal history background check is required for finalist(s) under consideration for this position.

Reference #: **J19102**

Posted: 11/1/2019

Available: Immediately