University Of Toronto Mississauga

Assistant Professor, Digital Marketing

Description

The Institute of Communication, Culture, Information and Technology (ICCIT) at the University of Toronto Mississauga invites applications for a full-time tenure-stream appointment in the area of Digital Marketing, at the rank of Assistant Professor. The position start date is July 1, 2020.

Candidates must have a PhD in a related discipline with a curricular emphasis in marketing, management, business administration, communications/media, or information, or a related discipline by the time of appointment (or shortly thereafter). Candidates must have a demonstrated record of excellence in research and teaching. They must demonstrate an active and excellent research program emphasizing the role of technology in marketing; an emerging reputation in a marketing-related field with a demonstrated ability to attract research funding; and a good publication record in top-ranked and field relevant scholarly journals; as well as through strong endorsements from referees of high standing. Excellence in teaching can be demonstrated by the teaching dossier outlining experience and accomplishments, a statement of teaching philosophy, sample syllabi, and teaching evaluations, as well as strong letters of reference is also required. The successful candidate will have a graduate appointment in one of the University of Toronto's tri-campus graduate departments such as the Rotman School of Management or the Faculty of Information's iSchool.

The successful candidate will have experience researching and teaching in the area of digital marketing, including but not limited to, market research, campaign management, strategic planning, brand management, as examples. Candidates should have an active program of research that considers how marketing principles and practices are

Job Information

Location:
Mississauga, Ontario, Canada

Job ID:
49499563

Posted:
July 12, 2019

Position Title:
Assistant Professor, Digital Marketing

School Name:
University Of Toronto Mississauga

Specialties:
Online Marketing

Do you plan on interviewing at the Summer Academic Conference?:
No

Position Start Date:
Summer 2020

impacted by emergent technologies giving rise to platforms such as e-commerce, social media, user-generated content, peer-based evaluation systems, and mobile technologies.

Salary will be commensurate with qualifications and experience.

ICCIT focuses on teaching and research excellence in its three undergraduate programs: Communication, Culture, Information and Technology, Digital Enterprise Management and Professional Writing and Communication. ICCIT is building a research complement in the theory and practice of communication, interactive and immersive digital media and culture, new media design, and management in/of technology organizations. The successful applicant will join a vibrant intellectual community of world-class scholars at Canada's leading university. For information, please visit www.utm.utoronto.ca/iccit

Equity and diversity are among UTM's core values and are essential to academic excellence. We seek candidates who value diversity and whose research, teaching and service bear out our commitment to equity. Candidates are therefore also asked to submit a 1-2 page statement of contributions to equity and diversity, which might cover topics such as (but not limited to): research or teaching that incorporates a focus on underrepresented communities, the development of inclusive pedagogies, or the mentoring of students from underrepresented groups.

To be considered for this position, all application materials must be submitted online by **October 1, 2019**. Submission guidelines can be found at http://uoft.me/how-to-apply.
Applications must include the documents listed below, formatted as 3 attachments with naming convention LastnameFirstname_CV_Statement.pdf, LastnameFirstname_Writing.pdf, etc.:
Attachment 1: Cover Letter, CV and Research Statement
Attachment 2: Writing Sample (ONE peer-reviewed, first- or sole-author scholarly work demonstrating significant contribution to the field of Digital Marketing; do not submit entire doctoral theses)
Attachment 3: Teaching Dossier (Max. 20 pages, may include list of courses taught, sample syllabi, course evaluation data summary, statement of teaching philosophy, etc.)
Applicants must have three referees send letters of recommendation directly to Professor Rhonda McEwen, ICCIT Director, University of Toronto Mississauga via email (on letterhead, dated, signed and

scanned) to iccit.utm@utoronto.ca by the closing date, **October 1, 2019**.

The University of Toronto is strongly committed to diversity within its community and especially welcomes applications from racialized persons / persons of colour, women, Indigenous / Aboriginal People of North America, persons with disabilities, LGBTQ persons, and others who may contribute to the further diversification of ideas.

Candidates are asked, as part of their application, to complete a brief Diversity Survey. This survey is voluntary. Any information provided is confidential and cannot be accessed by search committees or human resources staff. Results will be aggregated for institutional planning purposes. For more information, please see http://uoft.me/UP.

All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority.

About University Of Toronto Mississauga

The Institute of Communication, Culture, Information and Technology (ICCIT) focuses on teaching and research excellence in its four undergraduate programs: Communication, Culture, Information and Technology (CCIT), Interactive Digital Media (IDM), Digital Enterprise Management (DEM), and Professional Writing and Communication (PWC). ICCIT is building a research complement in social networking and communication, interactive and immersive digital media and culture, and the theory and practice of design.

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