

## Assistant/Associate Professor of Marketing

<b>Institution:</b>	University of Arkansas - Fort Smith
<b>Location:</b>	Fort Smith, AR
<b>Category:</b>	Faculty - Business - Marketing and Sales
<b>Posted:</b>	08/07/2018
<b>Application Due:</b>	Open Until Filled
<b>Type:</b>	Full Time

**Posting Number:** F00040P

**Position Number:** 19-10-0004

**Department:** Business Administration

### About the University

For nearly 7,000 students each semester, UAFS offers a dynamic learning environment, a rich campus life, a vibrant international population, opportunities to travel and study abroad, and a host of prestigious degree programs. Small class sizes combined with innovative, applied learning opportunities have led to a record of high job and graduate school placement rates after graduation, an indication of the student-centered education that has defined UAFS since its founding in 1928. An \$80 million endowment fund propels the University and its students into a promising future. In the fall of 2015, UAFS completed a role and scope change and began offering master's degrees. UAFS is one of 18 academic institutions and affiliates governed by the University of Arkansas System.

Located on the Arkansas-Oklahoma border and situated in a region of lakes, Fort Smith is the second-largest city in Arkansas and features a vast array of cultural activities, shopping, dining, and entertainment, including a thriving downtown entertainment district. Parks, trails, and water recreation are all within the city limits, and true outdoor enthusiasts will find the area's lakes, streams, and mountains offer adventure only minutes away from campus. Fort Smith was recently named by Forbes as the number one city in America for cost of living, and a top city in the nation for highest-paying tech jobs. The city is within easy driving distance of Tulsa, Kansas City, Dallas, Little Rock, and Memphis.

UAFS' beautiful 170-acre campus features 20 major buildings and the Donald W. Reynolds Campus Plaza, Tower, and Campus Green. The University opened a 58,000 square-foot visual arts facility in the fall of 2015. A student-supported recreation and wellness center, featuring a rock-climbing wall, basketball, and volleyball courts, and state-of-the-art equipment, opened in the fall of 2016. Such projects initiated the 15-year transformation of the campus in accordance with the University's updated master plan. These two buildings complement the University's top-notch amenities across campus, including a newly renovated library that boasts expansive areas for student use and vast collections of literature and academic resources.

### **About the College / Department**

The College of Business is accredited by AACSB and offers a Bachelors of Business Administration with majors in Accounting, Business Administration, Finance, International Finance, and Marketing. Focused on transforming students into career-ready business professionals who add value to their workplace and communities, the College offers real-world leadership development. Embedded into the curriculum are research projects, internships, and a myriad of co-curricular opportunities including Beta Alpha Psi, Hembree Student Investment Fund, and First Bank Corporation Collegiate Ambassador Board.

In addition to its majors, the College offers a Certificate in Community Leadership, a three-course program culminating in a project in which students actively solve real-world community problems. Through a partnership with the UAFS Babb Center for Student Professional Development, students can actualize their personal and professional potential through career exploration and readiness workshops as well as networking and mentoring with employers.

### **Position Summary**

Responsibilities at this AACSB-accredited college include developing and teaching undergraduate courses in Marketing as well as producing a stream of applied research in peer-reviewed journals. Other duties will include engagement with the business community; assessment/evaluation of instruction; student advisement, recruitment, and retention activities; and participation in college and University committees. The position reports to the associate dean of the College of Business.

### **Summary of Job Duties**

- Classroom and online instruction.
- Scholarly activity.
- Service to college and University, including committees.
- Curriculum planning, implementation, and evaluation.
- Assessment and evaluation of instruction.
- Engagement with the business community.
- Recruitment and retention of students, including advising students.
- Attendance and participation in all faculty and administrative meetings, Student Research Symposium, commencement ceremonies, and other meetings/events as required.
- Responsible for maintaining a positive work atmosphere by acting and communicating

in a manner to foster teamwork and by providing leadership to subordinates. Requires consistent on-time attendance.

- Other duties as assigned.

### **Minimum Qualifications**

Ph.D. (or ABD with completion date no later than August 2019) in Marketing from an accredited institution (AACSB preferred); Able to be considered Scholarly Academic per AACSB standards.

### **Preferred Qualifications**

Previous teaching experience across multiple delivery modes including full online; Background in sales and/or analytics.

### **Knowledge, Skills, and Abilities**

- Ability to effectively work with a diverse body of students, staff, and faculty
- Commitment to excellence in teaching, including the utilization of technology
- Maintenance of an active research agenda
- Willingness to engage with external stakeholders
- Well-developed communication and teamwork skills
- Strong organization and prioritization skills

### **Special Job Dimensions**

Work performed primarily in an office/classroom setting. Occasional travel and extended hours required. While performing the duties of this job, the employee regularly exhibits digital dexterity when entering data into computer. Required abilities include walking, standing, and sitting for extended periods. Visual demands include close, relatively detailed vision when focusing on a computer screen. Employee regularly talks and hears. Employee occasionally lifts items up to 10 pounds.

### **Salary**

\$95,000-\$100,000 commensurate with education and experience.

### **Benefits**

Competitive benefits package.

### **Background Check / Pre-Employment Screening**

This position may be subject to a pre-employment criminal background check, sex offender registry check, financial history background check, and/or drug screening. A criminal conviction or arrest pending adjudication and/or adverse financial history alone shall not disqualify an applicant in the absence of a relationship to the requirements of the position. Background checks and drug screening information will be used in a confidential, non-discriminatory manner consistent with state and federal law.

### **Does this position require a background check?**

Criminal Background Check and Motor Vehicle Registry (MVR) Check

**Open Until Filled:** Yes

## Special Instructions to Applicants

Open until filled. For full consideration apply by September 7, 2018.

Expected start date: August 12, 2019

**Anticipated start date:** 08/12/2019

### EEO Statement

The University of Arkansas - Fort Smith is an equal opportunity, affirmative action institution, dedicated to attracting and supporting diverse student, faculty, and staff populations. The University welcomes applications without regard to race, religion, color, sex (including pregnancy, gender identity, and sexual orientation), parental status, national origin, age, disability, family medical history or genetic information, political affiliation, military service, or other non-merit based factors. Persons must have proof of legal authority to work in the United States on the first day of employment. All applicant information is subject to public disclosure under the Arkansas Freedom of Information Act.

UA Fort Smith provides equal employment, admission, and educational opportunities without regard to race, color, gender, age, national origin, religion, disability, veterans' status, sexual orientation, or gender identify. The University abides by all applicable employment laws.

As an equal opportunity/affirmative action employer, the University is committed to provide equal employment opportunities for all applicants and employees with regard to recruitment, hiring, transfer, promotion, compensation, training, fringe benefits and all other aspects of employment.

## APPLICATION INFORMATION

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**Contact:** University of Arkansas - Fort Smith

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**Online App. Form:** <https://uafs.peopleadmin.com/postings/729>

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University of Arkansas - Fort Smith does not discriminate on the basis of race, color, national origin, sex, religion, age, or disability in employment.

Apply through Institution's Website