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University of Georgia

Assistant Professor in Applied Consumer Analytics and Strategic Communication

Description

The Department of Financial Planning, Housing and Consumer Economics at the University of Georgia invites applications for the position of Assistant Professor in Applied Consumer Analytics and Strategic Communication.

Position: Assistant Professor in Applied Consumer Analytics and Strategic Communication

(Nine month, academic appointment, tenure track, 50% research, 50% teaching). Start date August 2019.

Minimum Qualifications: To be considered for the position of Assistant Professor, the applicant must hold an earned doctorate in consumer economics, consumer behavior, policy analysis, mass communication, analytics or closely related discipline with expertise in quantitative methods, analytic techniques and multimedia communication methods.

Preferred Qualifications: At least one degree in Family and Consumer Sciences is preferred. The applicant should demonstrate great potential for outstanding scholarly competence and research productivity. At least one semester of college teaching experience and active membership in relevant professional organizations are desirable. Demonstrated

Job Information

Location:

Athens, Georgia, 30602,
United States

Job ID:

46611869

Posted:

February 5, 2019

Position Title:

Assistant Professor in
Applied Consumer Analytics
and Strategic
Communication

School Name:

University of Georgia

Specialties:

Consumer Behavior,
Customer Strategy,
Marketing Communications

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knowledge of and competence with innovative technologies, data/consumer journalism, multimedia storytelling, strategic communication, social media, data visualization, network analysis, and/or crowdsourcing is preferred.

Responsibilities: The requested faculty member will have a 50% Research / 50% Teaching nine-month, full time appointment in FHCE, but will be expected to collaborate across campus on research, outreach, and teaching. The candidate is expected to deliver courses in consumer analytics and the strategic use of informatics in a curriculum dedicated to consumer behavior and consumer well-being. Candidate will be expected to use large proprietary or government data sets with relevance to consumer economics and policy making.

Provide leadership to enhance and expand consumer journalism curriculum to incorporate strong technical writing and communication skills. Assist with planning and implementing future interdisciplinary consumer analytics certificates and/or degree programs. Develop a nationally recognized research program and secure external funding. Work with faculty to expand scholarly undergraduate and graduate programs in applied consumer analytics and consumer journalism. Teach undergraduate and graduate courses in the Department of Financial Planning, Housing and Consumer Economics in the areas of consumer analytics and consumer journalism. Advise undergraduate and graduate students. Participate in departmental and collegiate governance and professional organizations.

Department: The Department of Financial Planning, Housing, and Consumer Economics has faculty at UGA Athens and UGA Griffin campuses and is one of the four academic units in the College of Family and Consumer Sciences. It offers B.S., M.S., and Ph.D. degrees with an enrollment of approximately 360 undergraduate and 120 graduate students. Undergraduate programs include Consumer Economics (with an optional emphasis in Applied Consumer Analytics), Consumer Journalism, Financial Planning, and Housing Management and Policy (with an optional emphasis in Residential Property Management). Our Griffin campus offers the Consumer Economics degree with an optional emphasis in Financial Planning. The Department is staffed by 20 faculty members with expertise in consumer decision making, consumer and family policy, financial literacy, financial planning, housing, and residential property management. Extension and public service faculty provide practical, research-based information to Georgia residents to

Conference?:

No

Position Start Date:

Fall 2019

Job Duration:

Indefinite

improve quality of lives and communities. The department provides research and outreach in support of local government through the Housing and Demographics Research Center.

University: The University of Georgia (UGA), located in Athens, is a public research university, a land-grant/sea-grant institution in the University System of Georgia. Founded in 1785, UGA is the largest and most comprehensive educational institution in the state. The campus and community of Athens offer many cultural and recreational opportunities. UGA has approximately 36,000 students and has been consistently ranked as one of the top public institutions of higher education in the United States. The Athens campus is approximately 75 miles northeast of Atlanta, 60 miles from Blue Ridge Mountains, and 195 miles from the Atlantic coast. Athens fosters a rich cultural environment interconnected with the university and is perennially identified as one of America's most livable cities. Additional information about the college and university can be found at: <http://www.fcs.uga.edu/> and <http://www.uga.edu/>.

Closing date: Complete applications received by February 28, 2019 will be given full consideration.

Procedure: Complete applications will include a letter of application, a vita, a copy of the applicant's unofficial transcript for graduate study, a sample of scholarly writing, and a statement of teaching philosophy. Three letters of reference are preferred but not required unless invited to interview. The applications and supporting documents should be uploaded via the UGAJobs website: <http://www.ugajobsearch.com/postings/60596>. Applicants should request that three letters of reference be sent directly to the Search Committee Chair, Dr. Diann Moorman (dmoorman@uga.edu). Questions about this position or the application process should be directed to Dr. Diann Moorman (dmoorman@uga.edu) or Ms. Melissa McBride (mmcbride@uga.edu).

We welcome applications and nominations of minorities and others who share our passion about and reflect our desire to support a culture of diversity and inclusion.

The University of Georgia is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin,

ethnicity, age, genetic information, disability, gender identity, sexual orientation or protected veteran status. Persons needing accommodations or assistance with the accessibility of materials related to this search are encouraged to contact Central HR (hrweb@uga.edu). Please do not contact the department or search committee with such requests.

Requirements

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Preferred Qualifications: At least one degree in Family and Consumer Sciences is preferred. The applicant should demonstrate great potential for outstanding scholarly competence and research productivity. At least one semester of college teaching experience and active membership in relevant professional organizations are desirable. Demonstrated knowledge of and competence with innovative technologies, data/consumer journalism, multimedia storytelling, strategic communication, social media, data visualization, network analysis, and/or crowdsourcing is preferred.

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