



# DIGITAL MEDIA & MARKETING COMMUNICATIONS FACULTY APPOINTMENTS

JIO INSTITUTE, MUMBAI, INDIA



**Jio Institute is looking for full-time faculty for Assistant, Associate, and Full Professor positions in the areas of Marketing, Media, Communications and related fields.**

## ABOUT JIO INSTITUTE

Jio Institute is promoted by Reliance Industries Limited, the largest company from India currently ranked 96th in Fortune's Global 500 list for 2020 and the Reliance Foundation. Jio Institute is dedicated to become a multidisciplinary institution, providing a world-class platform for research, invention, innovation, lifelong learning and student experience offering undergraduate, graduate, doctoral and post-doctoral programs in Engineering & Computing; Media, Communication & Journalism; Arts, Humanities, & Sciences; Medicine; Law, Governance & Policy; Architecture & Urban Planning; Management and Entrepreneurship.

Jio Institute has been awarded a letter of intent to establish a green-field institution under the 'Institutions of Eminence Deemed to be Universities' Regulations by the Ministry of Human Resources Development (MHRD), Government of India in July 2018. Jio institute envisions an ecosystem of research, innovation and entrepreneurship to develop leaders, innovators and entrepreneurs, who will contribute to nation building and addressing global challenges. Jio Institute programs are proposed to be interdisciplinary and research oriented, and will focus on development of skills such as digital thinking, critical thinking, creativity and ethics.

Jio Institute will commence academic sessions from July 2021 by offering a Masters program in Artificial Intelligence and Data Science, and a Masters program in Digital Media and Marketing Communication under the guidance of the Global Advisory Council having eminent academicians, researchers and institutional builders. The Institute also plans to develop a research centre focused on Artificial Intelligence, Data Science and Retail Analytics.

## **ABOUT THE DIGITAL MEDIA & MARKETING COMMUNICATION PROGRAM:**

Jio Institute's full-time flagship Masters in Digital Media and Marketing Communications program seeks to prepare a new generation of professionals, marketers, technologists, researchers and entrepreneurs for the digital age. The program provides a strategic approach through which organizations and individuals drive performance by engaging, serving and communicating with consumers and other constituents. The curriculum offers in-depth coverage of Marketing, Branding, Communications, Advertising, Digital Media, Consumer Behaviour, Data Science and Business Analytics.

The DM & MC program incorporates a comprehensive and applied curriculum, supplemented by an immersion quarter including genuine and meaningful projects sponsored by industry partners. The program includes an overseas module to prepare the students for an interconnected global working environment. Additionally, the program offers flexibility so that students can customise individual learning experiences to be industry aligned, research focused or entrepreneurially inclined.

### **WHAT ARE WE LOOKING FOR?**

- **A Ph.D. in Marketing, Communication, Advertising, Digital Media, Consumer Behaviour, Data Science, Business Analytics, or Artificial Intelligence or related fields.**
- **The ability to engage in scholarly research and high-quality teaching at the graduate level.**
- **Demonstrable commitment to project-based learning and engaging students in applied research.**
- **Demonstrated experience and commitment to student-centred learning and teaching.**
- **The ability to contribute in Institution Building services and work collaboratively in a multidisciplinary setting.**

Applicants are expected to make significant contributions to research and teaching as faculty of the Digital Media and Marketing Communication program at Jio Institute and ideally should be internationally reputed for research productivity. These are full-time clinical appointments beginning in July 2021.

Successful applicants have the rare opportunity of joining a new entity of higher education and establishing research and teaching excellence with an emphasis on Indian and global elements. Life-long learning, innovative pedagogy, need-blind admission, continuous innovation in the field of education and diversity are integral elements of Jio Institute's commitment to excellence in research and education.

We are particularly interested in candidates who have demonstrated experience in fostering an inclusive environment, working with students from diverse backgrounds, or incorporating interdisciplinary perspectives in research. Any demonstrable evidence of high-quality teaching and scholarly research should be included in the application process.

### **HOW TO APPLY?**

Interested candidates should provide the following documents:

- Curriculum Vitae
- Research Statement
- Teaching Statement
- Three professional references with names and email addresses

Applications must be sent to [careers@jioinstitute.edu.in](mailto:careers@jioinstitute.edu.in). To know more [\[Click here\]](#).