

## Tenure-Track Position in Social Media Marketing and/or Digital Marketing

**Job title:** Assistant Professor, Social Media Marketing and/or Digital Marketing

**Position code:** 20\_T\_MARK\_M

**Date posted:** October 5, 2020

**Application deadline:** January 5, 2021

### Position description

The [Department of Marketing](#) at Concordia University's John Molson School of Business invites applications for a tenure-track position at the Assistant Professor level with the starting date of August 2021. The appointment is intended to be at the rank of Assistant Professor, but exceptional candidates at the Associate level may also be considered.

### Qualifications and assets

Applicants should have a PhD in hand or near completion, a strong commitment to teaching excellence, and a research profile that demonstrates strong research potential and the ability to publish in top-tier journals. Qualified candidates in all areas of marketing and using any methodological approach are encouraged to apply. However, preference will be given to candidates with a teaching and research interest in Social Media Marketing and/or Digital Marketing. Applicants should ideally be both passionate and knowledgeable in this specialization.

Concordia University is strongly committed to building a diverse, equitable, and inclusive community, and recognizes the importance of inclusion in achieving excellence in teaching and research. Commensurate with their rank, candidates will be assessed on their demonstrated potential to attract diverse students and collaborators to Concordia University, conduct internationally recognized research, secure research funds, as well as teach and drive curricular development within their respective area.

### How to apply

Applications should consist of:

- a cover letter clearly identifying the title and position code (**20\_T\_MARK\_M**)
- a detailed curriculum vitae
- a statement of research
- a statement of teaching
- the names and contact information of three referees
- recent teaching evaluations or other evidence of teaching effectiveness
- sample(s) of research papers

Applications must be submitted electronically to Dr. Darlene Walsh, Chair, Department of Marketing, John Molson School of Business, Concordia University at [TTHiring.marketing@concordia.ca](mailto:TTHiring.marketing@concordia.ca). Electronic applications should be submitted by **January 5, 2021** but will continue to be reviewed until the position

is filled. Only short-listed candidates will be notified. The appointment is expected to commence in **August 2021**.

Concordia strives to be an inclusive institution that is welcoming of diverse backgrounds and experiences in order to improve learning, advance research, inspire creativity, and drive productivity. We define diversity broadly to include both ethnic and socio-cultural background and diversity of perspectives, ideologies and traditions.

As part of this commitment to providing our students with the dynamic, innovative, and inclusive educational environment of a Next-Generation University, we require all applicants to articulate in their cover letter how their background, as well as lived and professional experiences and expertise have prepared them to conduct innovative research and to teach in ways that are relevant for a diverse, multicultural contemporary Canadian society.

These ongoing or anticipated examples can include but are not limited to:

- teaching about underrepresented populations
- mentoring students from underrepresented backgrounds
- conducting research with underrepresented and/or underserved communities
- committee work
- offering or organizing educational programming
- participation in training and workshops

Concordia University recognizes the potential impact that career interruptions can have on a candidate's record of research and will take them into careful consideration in assessing applications and throughout the selection process.

All applicants will receive an email invitation to complete a short equity survey. Participation in the survey is voluntary and no identifying information about candidates will be shared with hiring committees. Candidates who wish to self-identify as a member of an underrepresented group to the hiring committee may do so in their cover letter or by writing directly to the contact person indicated in this posting.

### **Adaptive measures**

Applicants who anticipate requiring adaptive measures throughout any stage of the recruitment process may contact, in confidence, Nadia Hardy, Interim Deputy Provost and Vice-Provost, Faculty Development and Inclusion at [vpfdi@concordia.ca](mailto:vpfdi@concordia.ca) or by phone at 514-848-2424, extension 4323.

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### **Information about the Department**

The Department of Marketing, which strongly encourages and values research, is composed of 19 tenured or tenure-track faculty. Our faculty research interests cover a wide variety of methodological and substantive domains, such as pricing, branding, retailing, corporate social responsibility, market

shaping, sensory marketing and marketing communications. Research conducted by faculty members in the department is frequently published in many of marketing's top journals, including *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Academy of Marketing Science*, *Journal of Consumer Psychology*, and *Journal of Retailing*. Our faculty members actively fund their research through external funding agencies, including FQRSC and SSHRC, and participate in editorial review boards of top-tier journals and review boards of granting agencies.

The department also places great value on education, and faculty members demonstrate high standards of teaching excellence where rigour, experiential learning, and a balanced blend of theory and application are incorporated in course material and delivery. They are committed to providing students with a rich, engaging, relevant, and current learning experience that will help them succeed in the program and their future professional endeavors. There are numerous teaching opportunities at the undergraduate level and graduate level, including MBA, MSc, and PhD programs.

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### **Information about the John Molson School of Business**

Concordia University's John Molson School of Business is one of the leading business schools in the country and one of the largest in the world, with a total student population of over 9,000. Located in the heart of downtown Montreal, the AACSB-accredited school offers programs at the undergraduate, graduate and doctoral levels. The school's internationally renowned faculty members are constantly pushing the boundaries of business research and many of them have been recognized for their exceptional teaching and scholarship. The school's vision is to be one of the world's most relevant, responsible and respected business schools. With a mission to provide an engaging learning and research environment that empowers its community to achieve its greatest potential for the betterment of business and society, the John Molson School of Business works tirelessly to provide a constantly evolving curriculum that reflects current business trends and climates.

For more information on the John Molson School of Business, please visit: [www.concordia.ca/jmsb](http://www.concordia.ca/jmsb).

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### **Information about Concordia**

Profoundly global, Concordia is North America's top university under the age of 50 and is recognized for attracting some of the most talented faculty and students from around the world. Driven by ambition, innovation and a commitment to research and community engagement, Concordia is celebrated for advancing transformative learning, convergent thinking and public impact.

Located on two campuses in the heart of Montreal, Concordia is a next-generation university. Given the skills of our faculty and the strengths of local and global partnerships, we set our sights further and more broadly than others and align the quality of learning opportunities to larger trends and substantial challenges facing society.

Researchers at Concordia are leading investigations into some of the world's most critical issues, such as health, Indigenous futures, sustainability and cities — more important today than ever. Our priority is to mobilize cross-sections of experts to translate novel scholarship into real-world applications.

With 118 research chairs, 24 research centres and institutes, and research income of more than \$56 million annually, Concordia is fast advancing on its strategic direction to Double Our Research. Our nine far-looking [directions](#) demonstrate the university's commitment to being agile and innovative and ensuring student success. Our 6,600 faculty and staff and 50,800 students benefit from state-of-the-art research and teaching facilities, technology and pedagogical support, and compelling program offerings in our four faculties, library, School of Graduate Studies and Centre for Continuing Education. These modern venues, such as the Applied Science Hub and modular Learning Square, allow us to foster multidisciplinary collaboration.

“Concordia is a young, forward-looking university. It's a unique place where experimentation, innovation and creativity are truly valued. Our community of students, faculty, staff and alumni all contribute to our momentum as Canada's next-gen university.” — Concordia President Graham Carr.

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### **Information about Montreal**

Montreal, our home, is exceptional. It is a truly unique city — safe, clean, vibrant and diverse, with new things to discover around every corner. With a population of 1.7 million, it is home to four major universities and several clinical research centres and has been named the best student city in the world. It offers the most affordable tuition in Canada.

The city enjoys a thriving multicultural scene. Bilingualism is a part of Montreal's tradition and adds to its inspiring atmosphere. While supporting a significant anglophone population, it is one of the largest French-speaking cities in the world.

Montreal is famed for its innovative culinary scene and festivals. It was also the first metropolis to be designated a UNESCO City of Design by the Global Alliance for Cultural Diversity.

The city is recognized globally as an important centre for commerce, aerospace, transport, finance, pharmaceuticals, technology, design, gaming and film.

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### **Territorial Acknowledgement**

*Concordia University is located on unceded Indigenous lands. The Kanien'kehá:ka Nation is recognized as the custodians of the lands and waters on which we gather today. Tiohtiá:ke/Montreal is historically known as a gathering place for many First Nations. Today, it is home to a diverse population of Indigenous and other peoples. We respect the continued connections with the past, present and future in our ongoing relationships with Indigenous and other peoples within the Montreal community.*

### **Employment Equity**

*Concordia University is strongly committed to employment equity within its community, and to recruiting a diverse faculty and staff. The University encourages applications from all qualified candidates, including women, members of visible minorities, Indigenous persons, members of sexual minorities, persons with disabilities, and others who may contribute to diversification; candidates are invited to self-identify in their applications.*

**Immigration status**

*All qualified candidates are encouraged to apply; however, Canadian and Permanent Residents will be given priority. To comply with the Government of Canada's reporting requirements, the University is obliged to gather information about applicants' status as either Permanent Residents of Canada or Canadian citizens. While applicants need not identify their country of origin or current citizenship, all applications must include one of the following statements:*

*Yes, I am a citizen or permanent resident of Canada*

*or*

*No, I am not a citizen or permanent resident of Canada.*