

Visiting Assistant Professor of Marketing

[St. Edward's University](#)

Austin, TX

[Apply on Institution's Website](#)



Type: Full-Time

Posted: 04/08/2022

Category: [Marketing and Sales](#)

Visiting Assistant Professor of Marketing St. Edward's University

Visiting Assistant Professor of Marketing

Marketing, Operations and Analytics

The Bill Munday School of Business at St. Edward's University, a nationally ranked independent Catholic university and Hispanic serving institution, invites applications for a full-time, nine-month, Visiting Assistant Professor position in Marketing with an emphasis on Social Media Marketing and Analytics to begin Fall 2022.

This position on the faculty of The Bill Munday School of Business will be filled at the Assistant Professor level and salary depending on qualifications and experience. The successful candidate will teach courses at the undergraduate and graduate levels with teaching emphasis on contemporary marketing practices, including principles of marketing, digital marketing, social media marketing, analytics and mobile marketing. The Department of Marketing, Operations and Analytics has created an innovative curriculum in digital marketing, emphasizing the digital expertise needed across all aspects of this area.

Specific classroom competencies sought include: Digital marketing, including digital strategy, search marketing, email marketing, web site design and optimization, mobile marketing, data analytics, social media marketing, marketing technology, customer experience marketing and consumer behavior. Successful candidates will have the technical skills commensurate with teaching these subjects. Appointments are on non-tenure-track term contracts only.

St. Edward's is characterized by its commitment to the Holy Cross educational mission to educate the hearts and minds of a diverse student body that is deeply committed to social justice. St. Edward's University embraces excellence through diversity and especially encourages applications from women and members of underrepresented racial, ethnic, sexual, and gender minority groups. Candidates should demonstrate a commitment to supporting a diverse student body.

For consideration, an earned Doctorate in Marketing or other discipline focusing on social media marketing preferably from an AACSB accredited school. At least 3 years of marketing industry experience either in the business-to-business and business-to-consumer contexts preferred. Prior teaching and/or online course development and experience in teaching social media marketing and analytics is also desired. Demonstrated evidence of research and scholarship potential and familiarity with the AACSB faculty qualification standards. Demonstrated research efforts in marketing, with an emphasis in digital marketing. Excellent written and oral communication skills. Excellent interpersonal skills. Experience with and commitment to working with a diverse population. Documented proof of identity, employment eligibility, and completion of a successful criminal background check is required.

Essential Responsibilities Include:

- Fulfill teaching requirements: Four courses per semester, two semesters per year-total of 8 per academic year.
- Interact with local, regional, national, and international business, nonprofit, government, and community

representatives to develop applied service learning projects and study opportunities for students.

- Provide academic advising and mentoring of undergraduate students.
- Teach and prep courses and curriculum as assigned.
- Participate in assessment of student performance in the discipline.
- Maintain commitment to social responsibility in the classroom setting in line with the University's mission.
- Maintain/enhance competency in digital marketing through research, writing, teaching and/or industry experience.
- Teach online/hybrid at the graduate level, among other teaching responsibilities.
- Maintain an active program of quality research.
- Meet School and University service requirements through participation on committees.
- Fulfill other required faculty responsibilities as outlined in the St. Edward's University Faculty Manual.

For detailed information, please scroll to the bottom of the page to download the job description.

The University offers an excellent TOTAL REWARDS package!

Medical & Rx Coverage - UMR (HSA & FSA Available)

Dental - Sunlife Dental

Vision - Sunlife Vision Plan

Short Term Disability (STD) Insurance

Long Term Disability (LTD) Insurance

Life & Accidental Death & Dismemberment (AD&D) Insurance

Employee Assistance Program (EAP)

Pet Insurance

Annual Leave & Paid Sick Leave

Retirement Plan - (TIAA) Employee 5%/Employer Match 7%

Tuition Benefits

Paid Holidays

Services & Discounts

An Overview of St. Edward's University employee benefits is available at <https://www.stedwards.edu/human-resources/benefits-summary>.

HOW TO APPLY

Interested applicants should submit an online application at; <https://stedwards.applicantpro.com>. Please include a **resume, cover letter, and three employment references**. No Calls Please. Applications will not be considered if it is missing any of these three items.

In your cover letter, please describe your lived experiences that prepare you to contribute to diversity and inclusion at St. Edward's University.

EQUAL OPPORTUNITY EMPLOYER:

St. Edward's University, as an equal opportunity/affirmative action employer, complies with all applicable federal and state laws regarding nondiscrimination and affirmative action. The University is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, national origin, age, marital status, sex, sexual orientation, gender identity, gender expression, disability, religion, or veteran status in employment,

educational programs and activities, and admissions.

ABOUT ST. EDWARD'S UNIVERSITY

Founded in 1885 by the Congregation of Holy Cross, St. Edward's University is a private, Catholic liberal arts institution of more than 4,600 diverse students located in Austin, Texas. St. Edward's emphasizes critical thinking and ethical practices, as well as small classes, personalized learning and exciting internship opportunities. The community atmosphere extends to the approximately 800 faculty and staff who work together to make the university a welcoming yet challenging environment for students.

Commitment to Diversity, Equity, and Inclusion

St. Edwards University is a diverse community devoted to proactively nurturing a campus-wide culture that promotes and ensures equity, respect, inclusion and safety for all members regardless of race, color, national origin, age, gender, religion, sexual orientation and gender identity, socio-economic background, or physical ability. We are one University that opens our hearts and minds to conversations, to learning and to creating a community that is welcoming of all. Regardless of position, it is expected that each employee will embrace this commitment and demonstrate an attitude of respect toward and acceptance of all members of our community. For more information on our commitment to diversity, please visit our website <https://www.stedwards.edu/about-us/diversity-equity-inclusion>

About The Bill Munday School of Business

The Bill Munday School of Business delivers an experiential, values-based education anchored in the liberal arts and the Holy Cross traditions of learning and service. The Bill Munday School of Business offers several undergraduate and graduate degrees including Master of Business Administration, Master of Accounting Analytics, Master in Digital Marketing and Analytics, and Master of Business Analytics.

Over 1,000 students are enrolled in the undergraduate and graduate business programs offered by The Bill Munday School of Business. The school educates students to excel professionally in the dynamic 21st century business environment by emphasizing creative thinking, critical analysis, global collaboration, lifelong learning, adaptation to change, and ethical behavior. The school promotes relationships on our campus with our global partners and across the rich business ecosystem of Austin, focusing on technology, creativity, social enterprise and emerging trends.

About Austin, Texas

St. Edward's is in the heart of the thriving, entrepreneurial and cosmopolitan city of Austin, Texas. St. Edward's students live, learn and grow in a city that provides a wealth of resources and opportunities. One of the world's great technology centers, Austin, sometimes referred to as "Silicon Hills," is home to technology heavyweights like Dell, National Instruments and Silicon Labs. Google, Apple, Facebook, Samsung, IBM, Oracle, NXP, Advanced Micro Devices, Cisco, Cirrus Logic, Tesla, and 3M are among the many other technology companies with significant operations in Austin. Austin is home to 17 companies on the Inc. 5000 list and boasts 1.7 times the national average of startups. In addition, Austin has consistently ranked in the top 3 on the Forbes list of Best U.S. Cities for Future Job Growth.

The city also hosts the annual SXSW Interactive festival and is an entertainment mecca. With more than 200 live music venues the city is "the live music capital of the world" and hosts the popular Austin City Limits live music program and the SXSW Music and Film festivals. The city regularly appears in lists of America's smartest, coolest, greenest and most livable cities. Forbes recently identified Austin as the U.S. city most likely to grow and prosper during the next decade. Known for its welcoming, tolerant and casual atmosphere, Austin has been recognized by parents and colleges as the country's top college town.

OTHER ITEMS TO KNOW

Sponsorship:

We are not offering sponsorship at this time.

Background Checks:

A criminal history background check is required for finalist(s) under consideration for this position.

The position will remain open until filled.

Available: 8/15/2022

jeid-06d6faf16ef1a14b8274d44e499ba133

Related Searches:

[Marketing and Sales](#)