

Clinical Professor (Open Rank) – Social Media / Digital Marketing

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To apply applicants should go to <https://uta.peopleadmin.com/postings/27884> (<https://uta.peopleadmin.com/postings/27884>) and submit the following materials:

Required Documents:

- **Curriculum Vitae**
- **Cover Letter**
- **Contact information for 3 references**
- **Unofficial Transcripts** (*required only for candidates for whom their degree is not in the same discipline as the one in which they will teach*)

Review of applications will begin immediately and will continue until the position is filled.

Questions may be addressed to **Dr. Jeffrey Wallman** at jwallman@uta.edu.

For more information about UTA, please visit: <http://www.uta.edu/uta> (<http://www.uta.edu/uta>).

Posting Details

Position Information

Posting Number	F00518P
Position Title	Clinical Professor (Open Rank) – Social Media / Digital Marketing

Department	Marketing
Location	Arlington
Job Family	Faculty
Position Status	Full-time
Rank	Open-NTT
Work Hours	Standard
Open to	External and Internal
FLSA	Exempt
Duration	Funding expected to continue
Pay Basis	Monthly
Benefits Eligible	Yes
Job Summary	The Department of Marketing in the College of Business, at the University of Texas at Arlington, invites applications for an Open Rank-Non tenure track position starting in Fall 2024. Candidates may be considered for a Clinical Professor (Open Rank) position or a Visiting Professor (Open Rank) position if a better fit for the chosen candidate.
Benefits at UTA	<p>We are proud to offer a comprehensive benefits package to all our employees at the University.</p> <p>To help you understand the full value of these benefits, we have created a tool that calculates the total worth of your compensation package. This tool takes into account all of the benefits that you are eligible for, including health insurance, retirement plans, and paid time off. To access this tool and learn more about the total value of your benefits, please click on the following link: https://resources.uta.edu/hr/services/records/compensation-tools.php (https://resources.uta.edu/hr/services/records/compensation-tools.php)</p>
CBC Requirement	It is the policy of The University of Texas at Arlington to conduct a criminal background check on any applicant who is under final consideration for employment with the University.
Essential Duties and Responsibilities	The successful candidate is expected to teach both undergraduate and graduate courses in marketing and actively engage in service to department. Candidates with the interest, expertise, and capability to teach courses delivered across various modalities (i.e., online, hybrid, face-to-face) on topics related to electronic marketing communications, such as social media marketing and digital marketing are especially encouraged to apply. Faculty members demonstrating the competence to teach graduate and undergraduate courses in marketing strategy will also be given consideration. The typical

	<p>course load is 4/4, though a reduced teaching load may be considered for candidates that demonstrate the willingness and potential to publish research in peer reviewed academic journals.</p>
Required Qualifications	<p>Graduate degree Teaching competence Interpersonal competence (networking and advising) Ability to multitask</p>
Preferred Qualifications	<p>Social media marketing and/or work experience Earned Doctorate in Marketing or related field, Strong network in social media or digital marketing Vision for teaching social media and/or digital marketing 3+ years of experience in social media and/or digital marketing (either teaching or as a practitioner)</p>
Special Conditions for Eligibility	
Department Information	<p>The marketing department at UTA is comprised of around 20 full-time faculty members (10 tenured/tenure track and 10 non-tenure track) and two full-time staff members. The department presently offers an undergraduate BBA degree in marketing, an undergraduate sales certificate, a Master of Science in Marketing Research (MSMR), and a PhD concentration. The UTA college of Business is one of the largest in the Dallas/Fort Worth area, enrolling about 6,500 students. Other departments in the college include accounting, finance & real estate, economics, information systems and operations management, and management.</p>
University Information	<p>The University of Texas at Arlington is located in the heart of the Dallas-Fort Worth-Arlington metroplex, a vibrant and diverse metropolitan area that is home to over 7 million people, one of the fastest-growing tech economies in the United States, and a wide array of arts, entertainment, and cultural activities. UTA is a comprehensive teaching, research, and public service institution dedicated to the advancement of knowledge through scholarship and creative work. The University is committed to providing access and ensuring student success, and to a culture of innovation, entrepreneurship, and commercialization of discoveries by our community of scholars. With an enrollment of more than 40,000 students, UTA is the second largest in the University of Texas System. As a result of its combination of rigorous academics and innovative research, UTA is designated as a Carnegie R-1 “Very High Research Activity” institution. UTA ranks No. 4 nationally in Military Times’ annual “Best for Vets: Colleges” list and is among the top 30 performers nationwide for promoting social mobility of its graduates (U.S. News & World Report, 2023). UTA is designated by the U.S. Department of Education as both a Hispanic-Serving Institution (HSI) and an Asian American and Native American Pacific Islander-Serving Institution (AANAPISI), and it has one of the top 5 most ethnically diverse undergraduate student bodies in the United States (U.S. News & World Report, 2023). Its approximately 270,000 alumni, including some who occupy leadership positions at many of the 24 Fortune 500 companies headquartered in North Texas, contribute to UTA’s \$22.2 billion annual economic impact on Texas.</p>

	<p>Furthermore, UTA is poised to experience widespread growth in the near future. The university recently launched the first phase of its RISE 100 initiative aimed at recruiting 100 new tenure-system faculty to amplify research standing and position UTA as a leader in key scholarly areas; more details are available at https://www.uta.edu/administration/president/strategic-plan/rise100 (https://www.uta.edu/administration/president/strategic-plan/rise100). The successful candidate for this position will have the opportunity to join UTA during an exciting period of growth and contribute as the university broadens its impact.</p>
Working Title	Clinical Professor (Open Rank) – Social Media / Digital Marketing
EEO Statement	<p>It is the policy of The University of Texas at Arlington (UTA or The University) to provide an educational and working environment that provides equal opportunity to all members of the University community. In accordance with federal and state law, the University prohibits unlawful discrimination, including harassment, on the basis of race, color, national origin, religion, age, sex, sexual orientation, pregnancy, disability, genetic information, and/or veteran status. The University also prohibits discrimination on the basis of gender identity, and gender expression. Retaliation against persons who oppose a discriminatory practice, file a charge of discrimination, or testify for, assist in, or participate in an investigative proceeding relating to discrimination is prohibited. Constitutionally-protected expression will not be considered discrimination or harassment under this policy. It is the responsibility of all departments, employees, and students to ensure the University's compliance with this policy.</p>
ADA Accommodations	<p>The University of Texas at Arlington is committed to providing reasonable accommodation to individuals with disabilities. If you require reasonable accommodation in completing this application, interviewing or otherwise participating in the employee selection process, please direct your inquiries to 817-272-5554 or email ADADocs@uta.edu (mailto:ADADocs@uta.edu).</p>

Posting Detail Information

Number of Vacancies	1
Desired Start Date	09/01/2024
Open Date	04/12/2024
Review Start Date	
Open Until Filled	Yes

**Special Instructions
to Applicants**

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Requirement Questions

Required fields are indicated with an asterisk (*).

1. * Graduate Degree: Do you hold a graduate degree from an AACSB accredited institution?
 - Yes
 - No
2. * Teaching Competency: Do you have previous teaching experience, as evidenced by teaching evaluations or similar performance metrics?
 - Yes
 - No
3. * Ph.D. in Marketing or Related Field: Do you hold a Ph.D. in marketing or a related field?
 - Yes
 - No
4. * Social Media Marketing Teaching/Work Experience: Have you taught social media marketing at the university level or have you worked professionally in the field of social media marketing?
 - Yes
 - No
5. * Retail Marketing Teaching Experience: Have you taught retail marketing at the university level?

- Yes
 - No
6. * Marketing Strategy Teaching Experience: Have you taught marketing strategy at the university level?
- Yes
 - No
7. * Graduate Teaching Experience: Have you taught graduate level marketing classes at the university level?
- Yes
 - No
8. * Strong Network in Social Media and Digital Marketing: Do you possess a strong professional network within the field of social media and digital marketing that could be leveraged to benefit the program?
- Yes
 - No
9. * 3+ Years of Experience: Do you have 3 or more years of experience in social media and/or digital marketing, either as an educator or practitioner?
- Yes
 - No
10. * Graduate Degree in Marketing or Related Field: Do you hold a a graduate degree in marketing, marketing research, or a related field?
- Yes
 - No
11. * Summer Teaching Availability: Are you available and willing to teach courses during the summer term?
- Yes
 - No

Documents Needed To Apply

Required Documents

1. Curriculum Vitae
2. Cover/Interest Letter

Optional Documents

1. Transcripts

**OFFICE OF TALENT,
CULTURE AND
ENGAGEMENT**

J.D. Wetsel Service Center
1225 W. Mitchell Road
Arlington, TX 76019



CONTACT US
(<https://www.uta.edu/hr/service-center>)