

ENDOWED CHAIR IN STRATEGIC PLANNING ASSOCIATE OR FULL PROFESSOR

The Gaylord College of Journalism and Mass Communication

The Gaylord College of Journalism and Mass Communication at the University of Oklahoma is seeking an outstanding strategic thinker with a passion for teaching and mentoring for an endowed chair in strategic communication with a focus on strategic planning to join a program ranked in the Top 10 in advertising by bestofcolleges.com. The appointment would begin in August 2017.

The college prides itself on outstanding professional preparation of students grounded in personal interactions with faculty and extraordinary opportunities to connect with industry professionals regionally, nationally and internationally. Teaching of strategy and planning has been a strength of our program. The holder of this endowed tenured or tenure-track position, at the associate or full professor rank, would focus primarily on teaching activities and play a key role in the professional development of students and their engagement with the strategic communication industry.

Teaching (on a 3/3 load) is likely to include strategic planning, introductory and advanced, as well as advertising campaigns and other professional courses related to advertising. The successful candidate would also carry out research or creative activity with cutting-edge application to the strategic communication industry. Sixty percent of the allocation of work would be for teaching, 20 percent for research or creative activity, and 20 percent for service. The position, the Paul D. Massad Chair, includes a substantial bursary to support the activities of the chair.

A bachelor's degree, professional experience in the strategic communication industry and evidence of strong teaching ability are required. A master's or Ph.D. is a plus. Preferred professional experience includes high-level industry experience in brand planning, agency management and strategic communication.

Women and men of ethnically diverse backgrounds, including, but not limited to, African-Americans, Asian Americans, Latinos, and Native Americans, are particularly urged to apply. The university welcomes the creativity and unique contributions which diversity offers to students preparing to work in a diverse society.

The Gaylord College of Journalism and Mass Communication was founded in 2000, after a generous gift from the family of Edward L. Gaylord, owner of the Oklahoma Publishing Company. The Gaylord College is one of the leading centers of mass communication teaching and scholarship in the United States. The College has a state-of-the-art Gaylord Hall completed in 2004 and expanded in 2009. A 4,500-square-foot strategic communication area includes the student-run Lindsey+Asp integrated advertising, public relations and digital agency. New faculty will take an active part in the growth of the College through superior teaching, innovative curriculum development, and notable research or creative activity. They will join a highly engaged strategic communication faculty that includes leading advertising and public relations academics in both research and creativity. The College offers the BA, MA, and Ph.D. in journalism, advertising and public relations, and media arts and a master's (MPW) degree in professional writing.

Paul Massad, for whom the chair is named, has worked at the university since graduation from our journalism program in 1960. He currently serves as senior associate vice president for university development.

The University of Oklahoma (OU) is a Carnegie-R1 comprehensive public research university known for excellence in teaching, research, and community engagement, serving the educational, cultural, economic and health-care needs of the state, region, and nation from three campuses: Norman, Health Sciences Center in Oklahoma City and the Schusterman Center in Tulsa. OU enrolls over 30,000 students and has more than 2700 full-time faculty members in 21 colleges.

In 2014, OU became the first public institution ever to rank No. 1 nationally in the recruitment of National Merit Scholars, with 311 scholars. OU ranks No. 1 in the nation among all public institutions in the number of National Merit Scholars enrolled, with more than 800. The 277-acre Research Campus in Norman was named the No.1 research campus in the nation by the Association of Research Parks in 2013. Norman is a culturally rich and vibrant town located just outside Oklahoma City. With outstanding schools, amenities, and a low cost of living, Norman is a perennial contender on the “Best Places to Live” rankings. Visit soonerway.ou.edu for more information.

Applications for the search will be reviewed beginning October 15, 2016, and will be accepted until the position is filled. Applicants should provide 1) a letter describing their qualifications and their vision and plans for this position, 2) a complete curriculum vitae, and 3) names, addresses, and telephone numbers of at least three references. Applications may be emailed in PDF form to jshumway@ou.edu or mailed to: Massad Chair Search Committee, Gaylord College of Journalism and Mass Communication, The University of Oklahoma, 395 W. Lindsey, Room 3000, Norman, Oklahoma, 73019-0270.

The University of Oklahoma is an equal opportunity employer. Women, minorities, protected veterans, and individuals with disabilities are strongly encouraged to apply.