



University of Oklahoma Norman Campus: College of Journalism and Mass Communication  
ASSISTANT PROFESSOR, TENURE TRACK ADVERTISING COPYWRITING AND  
CREATIVE STORYTELLING

Location: Norman, OK

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The Gaylord College of Journalism and Mass Communication at the University of Oklahoma invites applications for a tenure-track advertising copywriting and creative storytelling faculty position at assistant rank in the advertising sequence, a Top 10 advertising program as ranked by [bestofcolleges.com](http://bestofcolleges.com). The appointment would begin in August 2018.

The successful candidate will be an outstanding teacher and advertising agency and/or corporate-side copywriter, senior copywriter or creative director who will participate in ongoing course development and teach a 3/3 load of advertising courses that may include copywriting, advanced copywriting, and creative storytelling. Teaching may also include participation on master's project or thesis committees. The successful candidate will also be expected to do juried creative activity or other professional activities in advertising copywriting and creative storytelling. Sixty percent of the allocation of work would be for teaching, 20 percent for research or creative activity, and 20 percent for service. Service may include activities such as student recruitment, student co-curricular activities, college and university committees, and service to the profession and public.

### Qualifications

A master's degree, professional experience in an advertising agency and/or a corporate-side creative copywriting role, and evidence of teaching and creative capabilities are required. A Ph.D., MFA or certification from an accredited portfolio school is a plus. Preferred professional experience includes high-level advertising agency or corporate-side industry experience in creative leadership in the areas of copywriting, storytelling, and creative concepting. Relevant creative activity might include work in advertising copywriting and storytelling and the creative process involved in concepting to ideate campaigns including writing advertising for television, print, digital, guerrilla, social media, and all other forms of communication. Creative activity might also include advertising campaign development, long-form video storytelling, commercial production, multimedia copywriting and editing for digital use that would be submitted for juried industry competitions.

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.

### Application Instructions

Applications for the search will be reviewed beginning October 16, 2017, 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) access to an extensive online portfolio that demonstrates a range of creative copywriting and storytelling work, 3) samples of successful advertising campaigns that effectively used your creative concept and copywriting work, 4) a complete curriculum vitae, 5) names, addresses, and telephone numbers of at least three references, and 6) samples of student work if applicable. Applications should be submitted online via ByCommittee (<http://apply.interfolio.com/43743>).

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.

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 ranked No. 1 in the nation in 2016 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](http://soonerway.ou.edu) for more information.

This institution is using Interfolio's ByCommittee to conduct this search. Applicants to this position receive a free Dossier account and can send all application materials, including confidential letters of recommendation, free of charge.

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