

## **Tenure-Track Assistant Professor of Advertising at the University of Memphis**

The Department of Journalism and Strategic Media at the University of Memphis seeks to hire an outstanding tenure-track assistant professor in advertising to begin August 2019. We are looking for a dynamic individual who will teach courses in our undergraduate advertising major and graduate courses in the integrated strategic media emphasis. Advertising courses include creative strategy, principles, branding, media planning, research and campaigns.

This individual is expected to bring cutting-edge ideas and creativity to the department, should be well-versed in advertising trends and would be expected to have an active research agenda and take a leadership role in development of the advertising curriculum. Willingness to mentor students for the National Student Advertising Competition and to advise the student chapter of the American Advertising Federation is a plus. Candidates are expected to demonstrate research or creative activity in strategic media. Other expectations include academic advising and departmental, university and community service.

The position is open to two types of candidates: 1) those with a doctorate in mass communication or a related field (ABD considered with a record of publication demonstrating research capacity and Ph.D. completion within a year of starting date) and professional experience; or 2) those with a master's degree in a relevant field and substantial, full-time advertising professional experience. College or university teaching experience is a plus. Any area of advertising specialization will be considered. The accomplishments of candidates for this position must reflect their commitment to working with an inclusive student population and their ability to contribute in meaningful ways to the diversity and intercultural goals of the University.

Screening will begin Sept. 1, 2018, and may continue until the position is filled. The successful applicant will join the faculty in August 2019. Applicants should submit a letter of application, current curriculum vitae and contact information for three references at [workforum.memphis.edu](http://workforum.memphis.edu). In addition, applicants should submit a link to an online portfolio or attach a PDF document with examples of work in the advertising industry. If you have questions, contact the search committee chair, Dr. Matthew Haught, 901-678-3490 or [mjhaught@memphis.edu](mailto:mjhaught@memphis.edu).

We will meet candidates at the August 2018 AEJMC Conference Job Hub in Washington, D.C., so please request an appointment if you plan to attend.

### ***University of Memphis Department of Journalism and Strategic Media***

Journalism and Strategic Media is a dynamic, ACEJMC-accredited program offering students the knowledge and skills to compete successfully in the changing media landscape while retaining a strong focus on the core values of quality journalism and media. The department has four undergraduate majors — Advertising, Creative Mass Media, Journalism and Public Relations — and a master's program. We offer our M.A. and public relations B.A. online as well as on campus. It is home to UofM's award-winning campus newspaper The Daily Helmsman, the student-run strategic communications agency Meeman 901 Strategies, an active American Advertising Federation student chapter and multiple international exchange programs. Journalism and Strategic Media is one of six departments in the College of Communication and Fine Arts.

### ***Memphis, Tennessee***

Memphis is at the center of America's heartland, a commercial and transportation hub made famous by the Mississippi River, by railroads and by FedEx. It is also a crossroads at the cusp

of the Delta, a mixture of urban and rural, black and white, country and soul, gospel and secular. Not surprisingly, it is the birthplace of rock n' roll and the home of the blues. Memphis boasts a diverse population of nearly 700,000, in a metro area of more than 1 million, thriving arts and music scenes, nationally recognized parks and libraries, and—oh, yes—world-famous barbecue.

*The University of Memphis is an Equal Opportunity/Affirmative Action employer. We urge all qualified applicants to apply for this position. Appointment will be based on qualifications as they relate to position requirements without regard to race, color, national origin, religion, sex, age, disability or veteran status.*