

APPENDIX 4-A

Sample Faculty Position Postings



Assistant Professor in Digital Advertising

Posting Information

Position Information

Position Type	Permanent Faculty
Working Title	Assistant Professor in Digital Advertising
Position Number	
Appointment Type	Tenured/Tenure Track
Salary Range	Dependent on experience and qualifications
Full-time/Part-time	Full Time
If part-time, hours per week	
FTE	
Vacancy ID	FAC0002913
Posting Open Date	08/28/2019
Application Deadline	
Open Until Filled	Yes
Proposed Start Date	07/01/2020

Position Summary

The School of Media and Journalism at the University of North Carolina at Chapel Hill (UNC-CH) is searching for an outstanding assistant professor to join our dynamic and collaborative faculty in Fall 2020. The search committee will seriously consider scholars with industry knowledge and research interests in integrated marketing or advertising, with a preference given to an area of strength at UNC-CH such as digital media, political communication, or health communication.

Position duties:

- Conduct significant research on digital marketing or advertising;
- Teach two courses per semester in the School of Media and Journalism;
- Participate in and contribute to the activities of the School and its research centers and projects related to the digital transformation of advertising and communications;
- Advise undergraduates and graduate student theses and dissertations and carry out appropriate service;
- Service to the School and the University is also expected.

About the School of Media and Journalism:

The mission of the UNC School of Media and Journalism is to prepare students to ignite the public conversation in our state, the nation and the world, and to understand the role of communication in fostering democracy. The school offers bachelor's, master's and doctoral degrees, and administers a variety of professional development and distance-learning programs. Enrollment includes about 800 undergraduates and 125 graduate students in addition to professional development and distance education students. Our faculty members are international thought-leaders whose scholarly and creative activities are visible and respected in the public realm.

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Educational Requirements	A Ph.D. is required. 'All but degree' (ABD) candidates who are very close to the completion of their dissertations also will be considered.
Qualifications and Experience	Evidence of research excellence related to any areas of digital marketing or advertising, including publishing in leading journals is expected. Research can address a particular field such as health or politics, but preference will be given to a perspective based on the digital revolution sweeping all forms of communication. The ability to conduct industry-facing research alongside academic research is preferred. Evidence of seeking and obtaining external funding is a plus.
Equal Opportunity Employer	The University of North Carolina at Chapel Hill is an equal opportunity and affirmative action employer. All qualified applicants will receive consideration for employment without regard to age, color, disability, gender, gender expression, gender identity, genetic information, national origin, race, religion, sex, sexual orientation, or status as a protected veteran.
Special Instructions	<p>Please submit the following materials with your application:</p> <ul style="list-style-type: none">- A letter of interest ('Cover Letter')- Curriculum vitae- Examples of scholarly work ('Other Document')- Other materials reflecting scholarly and teaching excellence ('Other Document 2')- The names and contact information of four references <p>Review of applications will begin immediately and will continue until the position has been filled. Finalists will be required to submit four (4) letters of recommendation.</p>
Quick Link	http://unc.peopleadmin.com/postings/168266
Department Contact Information	
Department Contact Name and Title	Dina Sikora
Department Contact Telephone or Email	dsikora@email.unc.edu
Contact Information	<p>If you experience any problems accessing the system or have questions about the application process, please contact the University's Executive Vice Chancellor and Provost office at (919)-962-1091 or send an email to facultyrecruitment@unc.edu.</p> <p>Please note: The Executive Vice Chancellor & Provost office will not be able to provide specific updates regarding position or application status.</p> <p>If you have any questions about the job requirements or the hiring department notify the Department Contact.</p>

Applicant Documents

Required Documents

1. Curriculum Vitae / Resume
2. Other Document
3. List of References
4. Other Document 2

Optional Documents

1. Cover Letter

Supplemental Questions

Required fields are indicated with an asterisk (*).

1. * What is your highest degree?
 - PhD
 - MD
 - PharmD
 - DDS
 - DVM
 - JD
 - MLS/MIS
 - Masters
 - Other

Teaching Associate Professor or Professor of the Practice in Strategic Communication - Health Communication and Marketing

Posting Information

Position Information

Position Type	Permanent Faculty
Working Title	Teaching Associate Professor or Professor of the Practice in Strategic Communication - Health Communication and Marketing
Position Number	
Appointment Type	Fixed Term Faculty
Salary Range	
Full-time/Part-time	Full Time
If part-time, hours per week	
FTE	1
Vacancy ID	FAC0003149
Posting Open Date	02/19/2020
Application Deadline	03/19/2020
Open Until Filled	No
Proposed Start Date	07/01/2020

Position Summary

The Hussman School of Journalism and Media at the University of North Carolina at Chapel Hill is seeking an experienced professional in health communication and/or healthcare marketing to join the faculty in Fall 2020. This person will contribute to the school's continued excellence in advertising and public relations with a focus on health communication. Candidates will bring professional expertise in communication strategy and campaign development to enhance undergraduate and master's level classroom engagements, internships, and special projects.

This person will teach 6 courses per academic year (3 in fall, 3 in spring) in public relations, advertising, social marketing, and/or health communication. Candidates will be expected to teach current courses and to expand current course offerings.

Candidates are also expected to engage with health industry leaders and community partners to connect students with professional experiences that enhance the students' education and career preparation.

This Teaching Associate Professor or Professor of the Practice might also be asked to serve on or lead MA (Master of Arts) student thesis committees, in addition to serving on other school committees.

About the School: The UNC Hussman School of Journalism and Media offers bachelor's, master's and doctoral degrees and administers a variety of professional

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development and distance-learning programs to students and working professionals. Enrollment includes about 1000 undergraduates and 125 graduate students, in addition to professional development and distance education students. Our faculty members are international thought leaders whose scholarly and creative activities are visible and respected across academia, industry, and the public realm.

Educational Requirements

Masters or terminal degree in the same or closely related discipline as the courses taught, such as communication, public relations, advertising, or marketing.

Qualifications and Experience

The successful candidate will bring professional experience in health communication or healthcare marketing, public relations, and/or advertising and will bring skills in the creation, execution, and evaluation of communications aimed at improving the health and well-being of patients, caregivers, and the greater community. At least 5 years of professional experience is required to be considered for the rank of Teaching Associate Professor, and 15 years of experience or more is needed to be considered for the rank of Professor of the Practice. Demonstrated skills in the use of digital/social media and digital audience research and measurement within strategic programs are a strong plus. Candidates are encouraged to submit a health communication portfolio demonstrating their prior work.

The ability to teach students effectively in the classroom is of great importance. Experience and/or interest in teaching online is a plus. Prior experience in teaching university courses in strategic communication, public relations, advertising, or marketing at the undergraduate or graduate level is required. Evidence of teaching effectiveness (e.g., summary of teaching evaluations) is requested. Leading seminars or workshops with university-level students or industry professionals will be considered in lieu of teaching experience, provided evidence of effectiveness is included.

Equal Opportunity Employer

The University of North Carolina at Chapel Hill is an equal opportunity and affirmative action employer. All qualified applicants will receive consideration for employment without regard to age, color, disability, gender, gender expression, gender identity, genetic information, national origin, race, religion, sex, sexual orientation, or status as a protected veteran.

Special Instructions

Please apply online at <http://unc.peopleadmin.com/postings/177371> and upload the following documents:

1. Letter of application;
2. Curriculum vitae or resume;
3. Professional portfolio of health communication work (if possible) – uploaded as “Other Document”;
4. Evidence of teaching effectiveness (if possible).

As part of the application, you will be asked to provide a list of names and contact information for 4 to 5 professional references. If selected for an interview, your professional references will be contacted with a request to provide a letter of recommendation.

Quick Link

<http://unc.peopleadmin.com/postings/177371>

Department Contact Information

Department Contact Name and Title Seth Noar

Department Contact Telephone or Email noar@email.unc.edu

Contact Information

If you experience any problems accessing the system or have questions about the application process, please contact the University's Executive Vice Chancellor and Provost office at (919)-962-1091 or send an email to facultyrecruitment@unc.edu.

Please note: The Executive Vice Chancellor & Provost office will not be able to provide specific updates regarding position or application status.

If you have any questions about the job requirements or the hiring department notify the Department Contact.

Applicant Documents

Required Documents

1. Curriculum Vitae / Resume
2. Cover Letter

Optional Documents

1. Other Document
 2. Teaching Philosophy/evaluations
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Supplemental Questions

Required fields are indicated with an asterisk (*).

1. What is your highest degree?
 - PhD
 - MD
 - PharmD
 - DDS
 - DVM
 - JD
 - MLS/MIS
 - Masters
 - Other