



Digital Marketing & Analytics Faculty Tenure Track Position

The School of Business at Baldwin Wallace University invites applications for a full-time, tenure track, practitioner professor of Digital Marketing & Analytics in the Business Administration & Marketing Department.

Primary Responsibilities

The successful candidate will teach in the new Digital Marketing and Business Information Systems (BIS) undergraduate programs and other relevant classes in the graduate school. Applicants who are able to teach in at least three of the following areas will be given preference: Marketing Analytics, Data Visualization, Digital Marketing, and Data/Business Analytics. The candidate will teach in both the Undergraduate and Graduate programs. All School of Business positions require some evening and day teaching, and may include evening, weekend and online teaching. The faculty in the School of Business work as a team to provide rigorous programs for students using a variety of delivery formats.

Qualifications

Completion of a doctorate in a business-related field from an AACSB accredited school is preferred, however, candidates who possess an MBA or relevant Master's degree with strong industry experience in the areas of digital marketing and/or analytics will be considered. Relevant experience includes Marketing Analytics, Data Visualization, Data Analytics, Web Site Analytics, Marketing Automation, Social Media Marketing, PPC Marketing, Search Engine Marketing, Inbound Marketing, Content Management, Online Video Production, Digital Knowledge Management, Digital Transformation, or related professional certifications.

The University values individuals with prior business experience, and a history of teaching experience is considered a plus. In addition to teaching responsibilities, the position involves student advising, service on University committees, curriculum development, continuing scholarship and professional development, engagement with industry, and assisting with the marketing of programs for the School of Business.

The School of Business enrolls approximately 1,100 undergraduate students and 300 graduate students who receive substantial professional experience through participation in student organizations, internships, applied projects, and grant-funded initiatives.

The School of Business is home to the Accounting & Finance Department and the Management & Entrepreneurship Department. The School offers undergraduate majors in accounting, business administration, finance, health care management, hospitality management, human resources management, industrial and organizational psychology, innovation and entrepreneurship, international business, management, and marketing. Graduate programs include an MBA for working professionals with specializations in healthcare, accounting, human resources, and analytics. Fifth-year MBA programs in accounting and human resources and an innovative, first-in-the-state Master of Arts in Management designed for liberal arts majors are also offered (please visit www.bw.edu/academics/bus for complete details).

Baldwin Wallace University, founded in 1845, is an independent, co-educational university in the liberal-arts tradition. Located 15 miles southwest of downtown Cleveland, Baldwin Wallace University enrolls approximately 3,000 full-time undergraduate day students, 400 part-time students in evening and weekend programs, and 700 graduate students. The University offers an outstanding benefits package, which includes funding for professional travel, summer grant opportunities, and tuition benefits for immediate family.

The School's mission is to provide practical, principled, and powerful programs of study in support of the University's mission to develop contributing, compassionate citizens of an increasingly global society. The University seeks to attract a culturally and academically diverse faculty of the highest caliber. Baldwin Wallace University is an equal opportunity employer and does not discriminate because of race, creed, age, disabilities, national origin, gender or sexual orientation in the administration of any policies or programs.

The review of applications will begin immediately and continue until the position is filled with a start date of August 2019. Please submit a letter of application, a curriculum vitae including contact information for three professional references, statement of teaching philosophy, and the following items where applicable: results of prior teaching evaluations, and sample syllabi. Documents should be submitted on one (1) Word document or one (1) PDF to Human Resources via the *Apply Now* link on BW's Employment and Career's web page at <https://www.bw.edu/employment/>.

Baldwin Wallace University is an EEO/AA employer and educator. At BW, we support and encourage diversity in a variety of forms. We value and appreciate inclusive excellence in the classroom, within extracurricular activities, and as we engage our community partners. Learn more at Diversity Affairs - <https://www.bw.edu/about/diversity/>