

# **Assistant Professor / Associate Professor / Professor in Social-Media Marketing and / or Digital Marketing**

Company:

**Thompson Rivers University**

Location:

**Canada / Kamloops**

Discipline:

**Social-Media Marketing and / or Digital Marketing**

Employment Type:

**Permanent Full-time**

Posted:

**2023-05-17**

Contact Person:

**If you wish to apply for this position, please specify that you saw it on AKADEUS.**

## **DUTIES**

About the Position:

While the Department of Marketing welcomes applications with specializations in all areas within marketing, we are especially interested in candidates with an established or developing research profile in Social-Media Marketing and/or Digital Marketing.

Appointments may be made at the rank of Assistant Professor, Associate Professor or Professor depending on the experience of the successful candidate.

In addition to teaching core undergraduate and MBA courses in marketing, the successful candidate will teach selected upper-year field courses, which are typically relevant to their areas of research specialization. The normal teaching load for the "tripartite" (research+teaching+service) stream at Thompson Rivers University consists of five (three-credit) courses over the fall and winter terms.

About the **Department of Marketing**

**The Department of Marketing is one of five departments in the Bob Gaglardi School of Business and Economics (BGSoBE). We are a supportive and collegial team, with eight full-time faculty members. The Department offers and contributes to wide range of programs including:**

- A Major in Marketing within the Bachelor of Business Administration (BBA) degree
- Teaching and supervision within the Master of Business Administration (MBA),
- A Post Baccalaureate Diploma in Marketing
- A Minor in Marketing

In addition, we deliver core courses to all BBA, and post baccalaureate students.

**About the Bob Gaglardi School of Business and Economics**

With over 3000 on-campus students, the Bob Gaglardi School of Business and Economics is the largest business school in the interior of British Columbia, offering undergraduate, post baccalaureate and graduate programs in business and economics including Master of Business Administration (MBA). The Gaglardi School is also Thompson Rivers University's largest faculty. What makes the School unique is that, even with its size, it maintains a collaborative environment, with support provided to assist professors with both research and teaching.

### **About Thompson Rivers University**

With over 25,000 on-campus and online students and more than 100 undergraduate and graduate programs in eight diverse faculties, TRU celebrates academic excellence and excels at providing exceptional experiential learning opportunities. TRU delivers graduate and undergraduate programs in Business, Law, Nursing, education, Computer Science and Arts and Science. Our students and faculty reflect the local, national and global community. TRU provides a rich and engaging student-centred environment where students and faculty know each other by name. TRU strives to create inclusive and rewarding student experiences, both on and off campus.

### **What TRU Offers**

TRU offers competitive salary, benefits and a defined benefit pension plan, personal development funds and sabbaticals outlined by the TRUFA collective agreement. The Gaglardi School and TRU provide researchers the opportunity to apply to a variety of research funding sources available. TRU's classes and offices are located on a spectacular campus with panoramic views of the Thompson Rivers and surrounding mountains. Nestled between hiking trails of Kenna Cartwright Park and within walking distance of downtown, TRU offers a country in the city feeling that is unlike most other universities.

### **Welcome to the BC Interior**

Thompson Rivers University is located in Kamloops, British Columbia. Life in the sunny interior of British Columbia provides immediate access to some of the most incredible outdoor experiences Canada has to offer ranging from winter sports at Sun Peaks, to some of Canada's best mountain biking and hiking trails. Located between the Coast and Rocky Mountains, Kamloops is within a 30 minutes from many beautiful freshwater lakes, and only three and a half hours from Vancouver. With a relatively mild winter and spectacularly warm and dry summers, Kamloops offers a high quality of life. While the city is still small with less than 100,000 inhabitants, it is served by an airport, a hospital, the university, a WHL hockey team and yet still maintains a small-town feel where one rarely commutes longer than 10 or 15 minutes. It is a safe community to raise a family and maintains reasonable housing prices. To learn more about living in Kamloops and Thompson Rivers University please visit our Web Site. <https://www.tru.ca/careers/living-kamloops.html>

### **Applicants**

Thompson Rivers University is strongly committed to fostering diversity and inclusion within our community. We welcome those who would contribute to the further diversification of our staff, our faculty and its scholarship including, but not limited to, women, visible minorities, Indigenous people, persons with disabilities, and persons of any sexual orientation or gender identity.

All qualified external and internal applicants are encouraged to apply. As per Canadian immigration requirements, preference will be given to Canadian citizens and permanent residents. The university will assist any candidate who requires assistance to accommodate disabilities during the recruitment process. If required, please notify us of your request with your application.

### **QUALIFICATIONS**

**Qualifications:**

An established or developing research profile is essential, and an appropriate mix of high-level credentials and experience is also required. While applicants should normally have an earned doctorate in Marketing or a related field, highly qualified applicants with greater emphasis on relevant professional and/or community accomplishments and connections may also be considered. Post-secondary teaching experience is an asset when combined with evidence of strong teaching skills.

**Application Process**

Assessment of applications will continue until the position is filled.

Interested applicants should submit the following:

- Cover letter
- Curriculum Vitae
- Statement of research interest
- Examples of scholarly research such as: publications, conference papers, working papers, monographs, etc.
- Statement of teaching philosophy
- Peer Teaching Assessments if applicable
- Student Teaching Evaluations if applicable

Short-listed applicants will be required to provide:

- At least three references or letters of references
- A copy of transcripts at the time of an interview or preferably before

While **applications are made online** through Thompson Rivers University's (Deltek) Human-Resources system, other inquiries can be directed to:

Jim Gaisford, PhD (he/him)  
Acting Chair, Department of Marketing  
Professor, Department of Economics  
Bob Gaglardi School of Business and Economics  
Thompson Rivers University  
Kamloops, BC, V2C 0C8  
Email: [jgaisford@tru.ca](mailto:jgaisford@tru.ca)

**Pay Band** According to TRUFA Salary Schedule

**Location** Kamloops, BC CA (Primary)

**# of Hires Needed** 1

**Organizational Unit**

Thompson Rivers University -> Bob Gaglardi School of Business and Economics -> Department of Marketing and International Business

**Diversity and Inclusion Commitment:**

Thompson Rivers University is strongly committed to hiring based on merit with a focus on fostering diversity of thought within our community. We welcome those who would contribute to the further

diversification of our staff, our faculty and its scholarship including, but not limited to, women, Indigenous, Black and People of Colour, persons with disabilities and persons of any sexual orientation or gender identity. Please note that all qualified candidates are encouraged to apply, however applications from Canadians and permanent residents will be given priority.

NOTE: To learn more about Thompson Rivers University or living in Kamloops or Williams Lake please visit our [Careers website](#). External Candidates invited to interview will be required to bring a copy of their transcripts to the interview.

Apply Here: <https://www.click2apply.net/mXma5mU5XxkyBUo8pF4j6g>

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