

POOL - Lecturer for Journalism and Mass  
Communications Programs  
University of Kansas

Direct Link: <https://www.AcademicKeys.com/r?job=233793>

Downloaded On: May. 16, 2024 11:32am

Posted Apr. 1, 2024, set to expire May 18, 2024

**Job Title** POOL - Lecturer for Journalism and Mass Communications Programs

**Department** Journalism

**Institution** University of Kansas  
Lawrence, Kansas

**Date Posted** Apr. 1, 2024

**Application** Open until filled

**Deadline**

**Position** Available immediately

**Start Date**

**Job Categories** Lecturer/Instructor

**Academic Field(s)** Journalism  
Communication

**Job Website** <https://sjobs.brassring.com/TGnewUI/Search/home/HomeWithPreLoad?PageType=JobDetails&>

**Apply By Email**

**Job Description**

POOL - Lecturer for Journalism and Mass Communications Programs  
Journalism

Position Overview

The University of Kansas William Allen White School of Journalism and Mass Communications seeks

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applications from persons interested in teaching in a variety of courses for the School. These position will be on a part-time basis as needed. Positions may be available at the main campus in Lawrence or online, particularly in the Integrated Marketing Communications master's program.

PhD, MSJ and undergraduate courses in a variety of areas are listed below in the job duties section.

The School of Journalism and Mass Communications invites qualified scholars to submit applications, which will be reviewed by faculty. Names of qualified applicants will be placed in a pool for consideration for part-time, temporary and/or regular teaching positions. The successful candidate must have appropriate authorization to work in the U.S. before employment begins. Any employment with the University of Kansas is contingent upon satisfactory completion of a background check.

Lecturers are non-tenure-track members of the faculty with limited term appointments, whose primary role is instructional with no obligations to perform research or service.

#### Job Description

##### Graduate Level Courses:

100% Teaching. Lecturers teach graduate courses appropriate to their specialties at KU's Main Campus in Lawrence, KS or online courses.

Course needs vary and include the following subject areas:

Writing for Marketing Communications, Marketing Fundamentals for Communicators, Branding in Marketing Communications, Relationship Marketing, Marketing Ethics, Social Media Strategy, Social Media Metrics, Information in Context, Analyzing Audiences, Digital Marketing Analytics, Web 3.0/User Experience, Search Engine Optimization/Marketing, Digital Marketing Compliance/Privacy/Legal, Marketing Automation/CRM, Marketing Communications Research, Leadership and Management in Marketing Communications, Social Media and Integrated Marketing Communications, Advanced Mass Communications Ethics and Legal Issues, Capstone in Marketing Communications, Seminars such as Crisis Communications and others.

Course needs vary and include the following subject areas for online courses:

Information Insight I, Data Collection I and II, Data Analysis, Data Visualization and Presentation, Analyzing Audiences, Social Media Strategy, Information in Context, Social Media Metrics, Information Insight II, and others

##### Undergraduate Level Courses:

100% Teaching. Lecturers teaching undergraduate level courses in Multimedia Journalism, Digital

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Marketing Communication, Advertising and Public Relations, Media Arts and Production, or Sports Media and Society.

Course needs vary and include the following subject areas:

Undergraduate Level Courses:

Media and Society, Words at Work: Writing Essentials, Stand and Deliver, Know Your Audience: Presentation Essentials, Tech Tools, Visual Storytelling, Information Exploration, Media Writing for Audiences, Media Law and Ethics, Diversity, Data Storytelling, Digital Media and others.

Multimedia Journalism:

Multimedia Reporting, Multimedia Editing, Advanced Media and Capstone courses in newspaper, magazine, online and broadcast.

Digital Marketing Communications, Advertising and Public Relations:

Introduction to Digital Marketing Communications, Advertising and Public Relations, Advanced Digital Marketing Communications, Advertising and Public Relations, Research in Digital Marketing Communications, Advertising and Public Relations, Message Development in Digital Marketing Communications, Advertising and Public Relations, Campaigns in Digital Marketing Communications, Advertising and Public Relations.

Media Arts and Production:

Creative Concepting, Audience Experience, Creative Video Production, Creative Audio & Podcasting, Project Management, Intellectual Property & Fair Use, Gamification, Content Creation & Website Management, Advanced Visual Media, Documentary, Media Entrepreneurship and Creators.

Sports Media & Society:

Sports Media in the 21st Century, Communicating Sports Information, Sports Message Strategies, Multimedia Sports Journalism, Cultivating Sports Audiences, Sports on the Beat Capstone.

Required Qualifications

Evaluation of the following requirements will be made through (1) descriptions of work experience and educational experiences in letter of application, (2) record of accomplishments and productivity addressed in resume, and (3) information provided from professional references:

Graduate Level Courses:

1) PhD, JD, MD or other post-graduate doctoral degree, and two years of professional experience

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related to the subject or scholarly research or creative work suitable to the subject taught OR

2) Those without a PhD, JD, MD or other post-graduate doctoral degree may be certified to work with a PhD student on an ad-hoc basis. Such instructors shall have at least a Master's degree and demonstrated scholarly research credentials including:

- a. Published academic or scholarly articles, books or equivalent material, and/or
- b. Substantial creative products demonstrating work at the national or international level, and/or
- c. A documented record of successful teaching at the graduate level.

Undergraduate Level Courses:

1) Master's degree and two years professional experience related to the subject to be taught OR

2) Those without a relevant Master's Degree will have a Bachelor's Degree and seven years minimum experience in relevant jobs in the media, creative, or representation industry with publications or work products demonstrating:

- a. Executive or management experience, and/or
- b. Research, analysis and creative experience, and/or Preferred Qualifications
- c. Supervisory experience, and/or
- d. A documented record of successful teaching at the post-secondary level.

Digital and Integrated Marketing Communications - Graduate Level Courses:

1) PhD, JD, MD, MFA or other post-graduate doctoral degree, and two years of professional experience related to the subject or scholarly research or creative work suitable to the subject taught OR

2) Those with a relevant Master's degree may be certified to teach in the DIMC Program if they have at least five years' service in the media, creative or representative profession with publications or work products demonstrating:

- a. Executive or management experience, and/or
- b. Research, analysis and creative experience, and/or
- c. Supervisory experience, and/or
- d. A documented record of successful teaching at the post-secondary level OR

3) Those without a relevant Master's degree may be certified to teach a specific course in the DIMC Program if they have at least a Bachelor's Degree and seven years' service in the media, creative or representative profession, with expertise specific to the course taught, documented with publications or work products demonstrating:

- a. Executive or management experience and/or
- b. Research, analysis or creative experience, and/or
- c. Supervisory experience, and/or
- d. A documented record of successful teaching at the post-secondary level.

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**Preferred Qualifications**

**Graduate Level Courses:**

- \* Successful teaching experience at a 4-year college.
- \* Earned Doctorate.

**Undergraduate Level Course:**

- \* Successful teaching experience at a 4-year college.
- \* Earned Doctorate

**DIMC Graduate Level Courses:**

- \* Successful teaching experience at a 4-year college.

**Contact Information to Applicants**  
[journalismsearch@ku.edu](mailto:journalismsearch@ku.edu)

**Additional Candidate Instruction**

Please attach a resume, a cover letter addressing how you meet or exceed the required and preferred qualifications and a list of three professional references to the online application form.

Applications reviewed on an ongoing basis

**Contact Information**

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

**Contact**

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