Position Title: Assistant Professor (Tenure Track) of Strategic Public Relations
Department: Mass Media Arts
Reports To: April Lundy

The following statements are intended to describe the general nature and level of work to be performed and are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All duties listed are essential functions for the position. It is understood that other related duties may be assigned.

General Function (Description):
Clark Atlanta University seeks applications for a full time Assistant Professor Tenure Track of Strategic Public Relations starting August 2023. Rank and salary will be based on qualifications. The successful candidate in this position will teach skills and courses in the fundamentals of Public Relations, PR writing, PR management, and campaigns.

Examples of Duties and Responsibilities:
Candidates should have the interest and ability to teach public relations and research courses at both the introductory and advanced levels. While most classes are offered face-to-face, the University will offer classes through other modalities including hybrid and fully online. Faculty may have part of their teaching load assigned to these other modalities. The position also requires advising students, providing service to the University community, assisting with departmental activities, and continuing scholarly growth and development. Additionally, social media applications, and some marketing will be an aspect of the PR curriculum. Additional teaching responsibilities may include other courses within the candidate’s areas of expertise such as digital media. The candidate may also be required to serve as advisor for the PRSSA chapter.

Knowledge, Skills and Abilities:
Candidates must be able to share knowledge and expertise with our students in the following areas:
* Basic and advanced strategies for effectively communicating in both PR and Advertising;
* The know-how to develop, with students, individual cases and campaigns for clients;
* The dynamics of strategic planning involved in transforming business problems to solvable human challenges;
* Utilizing various digital platforms to increase message effectiveness;
* The synergy of online and offline communications in reaching target audiences while providing brand insights through innovative business actions;
* Demonstrated potential for continued and substantive scholarly research and publication in the field of communication studies; Demonstrated ability to teach across the discipline and to incorporate technological innovation into classroom lectures;
* Demonstrated record of professional achievement;
* Demonstrated ability to contribute to the diversity and teaching excellence of the academic community through research, teaching and service;
* Demonstrated desire to teach and work in a multicultural environment.

**Minimum Hiring Standards:**

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<thead>
<tr>
<th>Education</th>
<th>Ph.D. required or other terminal degree ie. M.F.A. in Public Relations/Journalism/Advertising or related field.</th>
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<tbody>
<tr>
<td>Years of Experience</td>
<td>Five years of teaching in Higher Education are preferred but not required.</td>
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<td>Years of Management/Supervisor Experience</td>
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