

SOUTHERN METHODIST UNIVERSITY
DISTINGUISHED CHAIR OF ADVERTISING POSITION
Position 53185

Southern Methodist University invites nominations and applications for a Professor and Endowed Distinguished Chair who can provide visionary leadership for The Temerlin Advertising Institute for Education and Research, named in honor of Advertising Hall of Fame member, Liener Temerlin.

Established in 2001, The Temerlin Advertising Institute (TAI) was the United States' first endowed institute for the study of advertising and the first to be named for an advertising executive. TAI educates students to search for inspired, ethical solutions in advertising, guided by its founding philosophy: "Better Advertising. Better World."

This distinguished chair will be appointed at the rank of professor with tenure, or will be considered capable of achieving tenure, and will serve as the managing director of the Institute. The position reports to the Dean of the Meadows School of the Arts. The ideal candidate will have a high profile in advertising education and in the advertising industry and will have the leadership qualities and enthusiasm to continue the successes of both undergraduate and graduate programs. Relevant experience in data science and emerging technologies (AI, machine learning, AR/VR) is desired. Strong candidates will also understand how well-rounded advertising programs can excel across the range of critical skill sets, from strategic business brand management to conceptually rich and effective creative messaging such that the Institute graduates students with a broad range of capabilities. To that end, the Institute offers three specializations noted on students' transcripts at the undergraduate level: Creative; Digital Media Strategy; and Strategic Brand Management. At the Masters level, TAI offers a generalist degree.

QUALIFICATIONS: Ph.D. strongly preferred; graduate degree with a record of distinguished accomplishments is required and may be considered; proven strong leadership to develop effective strategies, manage a diverse pool of tenured, tenure track and non-tenure track faculty; currency in professional and academic areas translated to ensuring the curriculum and faculty are on pace with the rapidly changing advertising environment; ability to generate public-private partnerships between academic and professional communities; demonstrated development and outreach skills and the ability to cultivate existing alumni relationships; skills to handle the day-to-day operations of the Institute, including budgeting and course scheduling, oversight of faculty research and creative scholarship, recruitment of students and faculty, annual review processes, hiring, renewal, tenure and promotion.

SALARY: Commensurate with experience and qualifications.

STARTING DATE: August 1, 2022

NOMINATIONS AND APPLICATIONS: Please upload a letter of application, a current CV, and the names, addresses, phone numbers and email addresses of five references to apply.interfolio.com/89754.

The search committee will begin its review of applications on or about October 20, 2021. To ensure full consideration for the position, applications must be received on or before October 15, 2021. The

committee will, however, continue to accept applications until the position is filled and will notify all candidates of its employment decision. Hiring is contingent upon the satisfactory completion of a background check.

SMU is an inclusive and intellectually vibrant community of teachers and scholars that values diverse research and creative agendas. SMU offers excellent benefits including full same-sex domestic partner benefits. Explore Virtual SMU at <http://www.smu.edu>. SMU has a beautifully shaded campus of Georgian Revival-inspired architecture and is situated in the heart of Dallas. The Dallas/Fort Worth Metroplex, a culturally rich arts and global business center, is home to many universities, arts organizations and Fortune 500 & 100 corporations. <http://www.dallaschamber.org>.

SMU will not discriminate in any program or activity on the basis of race, color, religion, national origin, sex, age, disability, genetic information, veteran status, sexual orientation, or gender identity and expression. The Executive Director for Access and Equity/Title IX Coordinator is designated to handle inquiries regarding nondiscrimination policies and may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, accessequity@smu.edu.