

**University of New Hampshire**  
**Peter T. Paul College of Business and Economics**  
**Assistant Professor of Marketing – Tenure Track**

The Peter T. Paul College of Business and Economics at the University of New Hampshire invites applications for a tenure-track, Assistant Professor position in Marketing beginning Fall 2021. Candidates must have a Ph.D. in Marketing or a related field. Doctoral students who are ABD will be considered with a clearly identified plan to complete their Ph.D. before the start date.

The department is looking for a candidate with interests and expertise in digital marketing. Responsibilities include research, teaching, and service. The candidate must demonstrate strong research skills with the potential to publish in accordance with the department's research statement found at: <https://unh.app.box.com/s/h2ogbwdp4uam6q7r4lpct6g3o227htnf>. We are open to a variety of research approaches, and we would be particularly interested in candidates with expertise in digital marketing analytics, user-generated content, machine learning methods, field experiments, or other emerging areas and methods.

Due to growth of our undergraduate student body, we have a variety of teaching needs including principles of marketing, digital marketing, marketing research, marketing analytics, retail management, sales management, and our applied capstone course. The teaching load is four courses per year, and typically assistant professors have two preps over their first three years. Teaching responsibilities will be mainly at the undergraduate level with some MBA level teaching possibilities. Service responsibilities would include participation in the department's digital marketing initiatives and associated external engagement. Candidates should demonstrate skill in working with culturally diverse constituencies in the academic environment and also ability to cultivate external relations with community leaders, institutions, and stakeholders.

Interested applicants must upload a letter of application stating interest and qualification, curriculum vitae, and list of at least three references to: <http://jobs.usnh.edu/postings/37947>. Applicants may also include up to three reference letters, teaching philosophy, and up to three scholarly documents, including publications, working papers, or summaries of research program.

Application review will begin immediately and continue until the position is filled. Salary and benefits will be commensurate with qualifications and experience. UNH also provides an attractive benefits package.

The Marketing Department at Paul College continues to grow in size and reputation. The department has ten tenure-track faculty and four full-time lecturer faculty that operate in a highly collaborative and collegial environment. The Marketing Department is responsible for approximately 75 courses annually in undergraduate and MBA degree programs.

The Peter T. Paul College is an AACSB accredited business school in the state of New Hampshire with world-class academic programs in business administration, economics, and hospitality management. We have approximately 2,600 students in our undergraduate majors, several hundred undergraduate minors, and 400 students in graduate programs, including MBA (full-time, part-time, and online), MS Accounting, MS Finance, MS Business Analytics, and MA and Ph.D. in Economics. Paul College faculty and students enjoy a state-of-the-art facility with 115,000 square feet of space and high-tech classrooms and breakout meeting rooms.

The University of New Hampshire is the flagship research institution in the University System of New Hampshire, which includes four institutions across the Granite State. The university is categorized as an R1 institution under the Carnegie Classification system. As a land-grant, sea-grant, and space-grant university, we transform the frontiers of space, explore the depths of the world's oceans, and sustain the natural environment, all while fueling the innovation economy in northern New England. Our 15,000 students add to the creativity and diversity in our vibrant seacoast community.

The University System of New Hampshire is an Equal Opportunity/Equal Access/Affirmative Action employer. The University System is committed to creating an environment that values and supports diversity and inclusiveness across our campus communities and encourages applications from individuals who will help us achieve this mission. The University System prohibits discrimination on the basis of race, color, religion, sex, age, national origin, sexual orientation, gender identity or expression, disability, veteran status, marital status, genetic information, and political orientation. Application by members of all underrepresented groups is encouraged. Hiring is contingent upon eligibility to work in the U.S.