



AMA > SIG
Doctoral Student
Building, Bonding, Blooming

Officer Recruitment Announcement 2026–2027 Academic Year

The Doctoral Student Special Interest Group (DocSIG) of the American Marketing Association (AMA) invites marketing doctoral students to apply for open officer positions and become part of a dynamic, internationally recognized academic team.

We are recruiting for multiple leadership positions across most core teams, offering a unique opportunity to contribute to and continue the legacy of the DocSIG initiative while elevating the doctoral student experience within the AMA community.

We seek enthusiastic and committed marketing doctoral students who are innovative and aligned with our team culture, demonstrating reliability, efficiency, attention to detail, and clear, timely communication qualities essential to sustaining a high-performing and collaborative environment. Appointments are typically renewable for a second year, contingent upon satisfactory performance.

Application Deadline: June 30, 2026

(Early applications are encouraged and will receive priority consideration)

Continue reading for full details on roles, responsibilities, and how to apply.



About DocSIG: Who Are We?

Founded 30 years ago, DocSIG, a student-led organization, has become a central hub for doctoral student development, offering a range of resources and initiatives, including:

1. The widely recognized Who-Went-Where (WWW) Report
2. Contributions to Scholarly Insights in the Journal of Marketing Research (JMR)
3. A series of free professional development webinars
4. A portfolio of signature events and programming, delivered both virtually and in person at the annual AMA Summer and Winter Conferences
5. A focal point for marketing doctoral students to discover and engage with opportunities, insights, and academic resources across the U.S. and global marketing academic community, facilitated through our strong online presence.

DocSIG Mission

Our motto, “Building, Bonding, Blooming,” reflects our commitment to advancing the professional and personal growth of marketing doctoral students by fostering a connected, supportive, and resource-rich community.



Why Join the DocSIG Leadership Team?

1. **Build a Strong Academic Network:** Connect with marketing doctoral students, distinguished faculty, and leading scholars across top institutions in the U.S. and globally.
2. **Increase Your Visibility in the Academic Community:** Gain recognition within the AMA and the broader marketing scholarly network.
3. **Develop Leadership & Professional Skills:** Strengthen your leadership, communication, and organizational abilities through hands-on experience.
4. **Gain Insight into Academic Organizations:** Learn how initiatives are designed, managed, and executed in academic environments such as AMA DocSIG.
5. **Contribute to High-Impact Initiatives:** Play an active role in webinars, publications, and community-building efforts that support doctoral students.
6. **Collaborate with a High-Caliber Team:** Work alongside a diverse, driven group of doctoral students to create meaningful impact.

Officer Benefits and Recognition:

- Professional visibility within AMA and beyond through DocSIG's social media networks, website, and signature in-person and virtual events
- Financial support for AMA conferences registration and AMA annual membership (contingent on DocSIG budget for the year)
- Certificate of completion, demonstrating leadership and service experience for your CV
- Recognition of high-impact contributions, with outstanding officers acknowledged and awarded at in-person AMA events
- Strong performance leads to potential leadership roles and growth within AMA DocSIG.



Team Structure

For the 2026–2027 academic year, Zahra (Safa) Karami (University of Wyoming) will serve as Chair, and Rafaela Canova Davide (University of Arkansas) will serve as Chair-Elect of DocSIG. The organization is supported by five core teams that drive its initiatives and operations. Each team is led by a Vice Chair and supported by an Assistant Vice Chair, comprising 10 officers, along with the Chair and Chair-Elect. The five teams are:

- Team 1: Social Media & Email Communications
- Team 2: Website Management
- Team 3: Scholarly Insights
- Team 4: Webinar Management
- Team 5: Who-Went-Where Research

Open Positions

We are seeking to fill the following positions for the period of **August 2026 to August 2027**:

Communications

1. Vice Chair of Social Media & Email Communications
2. Assistant Vice Chair of Social Media & Email Communications

Website

3. Assistant Vice Chair of Website Management

Webinar

4. Vice Chair of Webinar Management
5. Assistant Vice Chair of Webinar Management

Scholarly Insights

6. Assistant Vice Chair of Scholarly Insights

Check out more details about each vacant position on pages 5–10.

1. Vice Chair of Social Media & Email Communications

Reporting: DocSIG Chair

Job description:

In this role, you will oversee DocSIG's social media and email communications by managing digital platforms, developing content, and executing coordinated media initiatives in collaboration with the Chair.

Responsibilities:

1. Execute media campaigns, including:
 - Manage the weekly email digest
 - Manage and publish content across DocSIG's official platforms, including LinkedIn, Instagram, and YouTube
2. Design and enhance visual content
 - Review content to ensure clarity and alignment across all channels.
3. Ensure accurate, consistent, and timely communications aligned with DocSIG's brand identity
4. Supervise your team member (s) and collaborate across teams to ensure strong performance and execution

Qualifications:

- Strong verbal and written English communication skills
- Proactive and open communication style
- Prior experience working with social media platforms (LinkedIn, Instagram, and YouTube) and/or email communication tools
- Knowledge in designing tools, software, and/or AI-based content creation tools, and video editing, with an eye for aesthetic quality
- Prior experience in student organizations, communications, or leadership roles, whether in academia or industry, is preferred.



2. Assistant Vice Chair of Social Media & Email Communications

Reporting: Vice Chair of Social Media & Email Communications

Job description:

In this role, you will assist in managing DocSIG's social media and email communications, supporting content development, digital platforms, and media initiatives in coordination with the Vice Chair.

Responsibilities:

1. Support the execution of media campaigns, including:
 - Assist in managing the weekly email digest
 - Assist in publishing content across official channels
2. Assist in designing visual content to support and enhance communications
3. Collaborating with the Vice Chair to support effective task execution

Qualifications:

- Strong verbal and written English communication skills
- Proactive and open communication style
- Experience with social media platforms (LinkedIn, Instagram, and YouTube) and/or email communication tools
- Proficiency with designing tools, AI-based visual content creation tools, and video editing



3. Assistant Vice Chair of Website Management

Reporting: Vice Chair of Website Management

Job description:

In this role, you will assist in maintaining and enhancing DocSIG's website, supporting content updates, design consistency, and functionality in alignment with broader communication efforts.

Responsibilities:

- Assist and support website upgrades, ensuring content remains updated, and the visual design is continuously improved
- Ensure consistency in formatting, structure, and presentation across website pages
- Collaborate with the Vice Chair and other teams to align website content with ongoing communication initiatives
- Assist in monitoring website functionality and reporting any technical issues

Qualifications:

- Excellent written communication skills in English
- Familiarity with website management platforms (e.g., WordPress or similar), design tools, and/or basic HTML
- Basic understanding of digital content structure and user experience is a plus
- Ability to work independently and collaborate effectively within a team
- Prior experience in website administration is preferred



4. Vice Chair of Webinar Management

Reporting: DocSIG Chair

Job description:

This role leads the design and execution of DocSIG's webinar programming and podcasts by combining member insights, past initiatives, and innovative ideas to deliver high-quality, relevant webinars.

Responsibilities:

- Analyze member survey data and feedback to identify relevant and high-impact webinar topics
- Review past webinars to ensure continuity, avoid redundancy, and build on prior successful programming
- Develop innovative and timely webinar ideas aligned with doctoral student needs and academic trends
- Identify and compile a list of potential speakers (e.g., faculty, scholars, industry experts)
- Coordinate outreach and scheduling with invited speakers
- Plan and organize webinar logistics, including scheduling, promotion, and attendee communication
- Host and manage live webinar sessions, including moderating discussions and facilitating audience Q&A
- Coordinate the collection and delivery of audience questions to speakers during sessions
- Ensure webinars are recorded and uploaded to DocSIG's YouTube channel in a timely manner

Qualifications:

- Strong verbal and written English communication skills
- Proactive and open communication style
- Strong analytical skills, with the ability to interpret survey data and translate insights into programming decisions
- Creativity and awareness of emerging topics and trends in marketing academia
- Excellent organizational and project management skills
- Confidence in moderating discussions and engaging with speakers and audiences
- Prior experience in event planning, webinars, or academic programming, whether in academia or industry, is preferred.



5. Assistant Vice Chair of Webinar Management

Reporting: Vice Chair of webinar management

Job description:

In this role, you will support the Vice Chair of Webinar Management in executing the team's responsibilities, ensuring smooth and consistent planning and delivery.

Responsibilities:

- Support the Vice Chair in analyzing member survey data and feedback to identify relevant webinar topics
- Assist in reviewing past webinars to ensure continuity and avoid redundancy
- Contribute to the development of innovative and timely webinar ideas aligned with doctoral students' needs
- Assist in identifying and compiling a list of potential speakers
- Support outreach and scheduling coordination with invited speakers
- Assist in planning and organizing webinar logistics, including scheduling, promotion, and attendee communication
- Support the execution of live webinar sessions, including moderating discussions and facilitating audience Q&A
- Assist in collecting and coordinating audience questions for speakers
- Support the recording and timely uploading of webinars to DocSIG's YouTube channel

Qualifications:

- Strong verbal and written English communication skills
- Proactive and open communication style
- Strong analytical skills, with the ability to interpret survey data and translate insights into programming decisions
- Creativity and awareness of emerging topics and trends in marketing academia
- Proficiency in video editing and the ability to upload and manage content on YouTube



6. Assistant Vice Chair of Scholarly Insights

Reporting: Vice Chair of Scholarly Insights

Job description:

In this role, you will support the JMR Scholarly Insights initiative by assisting in the coordination, development, and refinement of blog content. You will work closely with the Vice Chair to ensure high-quality execution and timely delivery of the initiative.

Responsibilities:

- Support the coordination and scheduling of interviews with JMR authors
- Ability to create content for JMR blog posts and support the recruitment of doctoral students as blog contributors.
- Assist in preparing, reviewing, and refining blog content for clarity, grammar, and consistency
- Help maintain editorial quality and consistency across all posts
- Collaborate with the Vice Chair, JMR team, and DocSIG officers to support timelines and content dissemination

Qualifications:

- Excellent written communication skills in English
- Strong research and survey design capabilities, including the ability to critically evaluate and edit doctoral student submissions, ensuring clarity, rigor, and alignment with JMR blog standards.
- The ability to connect and collaborate with institutional partners.



How to Apply:

Please email the following materials to docsig.ama@gmail.com and include the position title you are applying for in the subject line of your email. If you are interested in more than one position, please indicate all relevant roles.

- **Your academic CV**
- **A Statement of Interest (PDF) addressing the following:**
 - Why are you interested in joining DocSIG as an officer, and what do you hope to gain from this experience?
 - How do your skills, experiences, and perspectives position you as a strong fit for the role you are applying for?
 - Which past DocSIG initiative or event has been most impactful to you, and why?
 - (Optional) Have you had any interactions with current or past DocSIG officers that have influenced your interest in this position? (You can view the current officers [here](#).)

We look forward to your application. Please feel free to reach out with any questions.

Best regards,

Zahra (Safa) Karami

University of Wyoming

Rafaela Canova Davide

University of Arkansas

Doctoral Student Special Interest Group (DocSIG)
American Marketing Association (AMA)

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