



The University of Zurich invites applications for an

# **Assistant Professorship with Tenure Track in Communication Studies specialized in Strategic Communication and Media Management**

The position should be filled at the earliest opportunity. After two temporary three-year contracts the position will become tenured on the condition that the candidate passes the evaluation process.

Applicants should distinguish themselves through excellent research on strategic communication and / or media management. Strategic communication means controlled communication to internal and external stakeholders and target audiences of an organization. The desired focus is on the communicator and content side (i.e. on strategies of advertising, public relations, marketing and campaign communication in the digital environment), potentially with references to effects. Media management uses precise knowledge of media markets and media consumers to make strategic decisions about designing and marketing media products and other communications offerings to meet the needs of their target audiences and the goals of the organization.

Applications from candidates whose previous work focused only on one of the two fields mentioned above are also explicitly welcome. Expertise in strategic communication is an advantage. In the medium term, the professorship should cover both fields. Applicants are therefore asked to submit a development plan of at least two pages in which they explain how they would like to shape the content of the two fields in research and teaching.

All applicants should be familiar with the subject of Communication Studies and Media Research in its breadth; they are expected to participate in teaching introductory Bachelor's and Master's classes as well as methods classes. Special attention will be paid to relevant methodological skills for strengthening the social-scientific, empirical-analytical profile of the discipline at the University of Zurich.

Candidates should hold a PhD degree at the time of application and have an excellent record of academic achievements in the relevant field. Teaching may initially be carried out in English. Non-German speaking candidates are expected to acquire a working knowledge of German within the first three years of appointment. The University of Zurich is an equal opportunities employer and in particular strives to increase the percentage of women in leading positions. Therefore, qualified female researchers are encouraged to apply.

The closing date for applications is October 2, 2019. Details on the application procedure are available on [www.phil.uzh.ch/jobs.html](http://www.phil.uzh.ch/jobs.html). For further information, please contact Professor Mark Eisenegger at [m.eisenegger@ikmz.uzh.ch](mailto:m.eisenegger@ikmz.uzh.ch).