



## EMPLOYMENT OPPORTUNITIES

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**COMPETITION: #24-12**

### **FACULTY OF BUSINESS**

#### **TENURE-TRACK ASSISTANT PROFESSOR IN MARKETING**

The Faculty of Business, University of New Brunswick Saint John invites applications for a tenure-track position in Marketing at the rank of Assistant Professor, effective January 1, 2025 or a mutually acceptable date thereafter. This position is subject to budgetary approval.

#### **The University of New Brunswick (UNB)**

UNB is the oldest English-language university in Canada. With two campuses in Fredericton (New Brunswick's capital) and Saint John (one of New Brunswick's largest cities), UNB offers over 75 undergraduate and graduate programs. Boasting a 15:1 student-to-faculty ratio, UNB facilitates rich connections, collaboration, and the opportunity to make an immeasurable impact in students' lives and the global community.

Overlooking the Kennebecasis River, the University of New Brunswick Saint John campus stands on the unsundered and unceded traditional Wolastoqey land. Surrounded by natural beauty and enjoying strong local support and collaboration, UNB Saint John is not just a campus – it's a community where genuine Maritime friendliness and a supportive and inclusive culture is experienced. This environment promotes creativity and innovation, thus creating a future that matters. The Saint John campus offers degrees in the Faculty of Arts; the Faculty of Business; the Faculty of Science, Applied Science and Engineering; and a suite of health-related programming.

#### **The Faculty of Business**

Collegial, and collaborative, the Faculty of Business includes a commitment to enhance students' understanding of the world in which they live and work. The Faculty's mission clearly identifies student citizenship and community impact as key deliverables for its Faculty, Staff and Students. We are a faculty of subject matter experts, with a commitment to experiential learning and pursuit of applied research that meets the needs of local business, industry, non-profit organizations, and New Brunswick's growth efforts. We're proud of our engagement with the Saint John and NB communities – and those beyond our borders. Recognized for the highest standards of excellence on the global stage, UNB's Faculty of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB) – a distinction fewer than 6% of the world's business schools have earned. The Faculty of Business has shown itself to be an innovative leader in program development offering one of the first Electronic Commerce Degrees (now modernized as Digital Business Design) and establishing a Research Centre to support it. More recently, The Faculty of Business' MBA Program announced the first English language degree program in Professional Sales, achieved program accreditation through CPSA and is currently establishing an Applied Research Chair to support applied research in the area. At the undergraduate level, the Faculty of Business was among the first to offer a Bachelor of Applied Management Degree, and offers a Bachelor of Business Administration Degree with majors and minors across all core areas of business as well as interdisciplinary opportunities with Arts. The MBA Program offers several accredited streams of study, many of which offer a pathway to professional designations. Opportunities may exist for faculty members to engage virtual classrooms through streamed course offerings, term-based online offerings and other unique and innovative delivery modes.

For additional information about the University of New Brunswick and the Faculty of Business visit:

- [www.unb.ca](http://www.unb.ca)
- [www.unb.ca/saintjohn/business](http://www.unb.ca/saintjohn/business)
- [www.unb.ca/saintjohn/business/mba](http://www.unb.ca/saintjohn/business/mba)

## The City of Saint John

As Canada's oldest incorporated city (1785), Greater Saint John area has a population of about 130,000. Saint John (or Menaqesk as it is known in Peskotomuhkati-Wolastoqey) is a vibrant and diverse inter-modal port city on the Bay of Fundy known for the world's highest tides. It's surrounded by forests, rivers, lakes, and beaches yet also boasts many metropolitan amenities and events including the Imperial theatre, the AREA 506 music festival, a CHL Major Junior Hockey team and other major sporting events, the annual uptown moon market, galleries, public art, live music, dance performances, and festivals. Saint John also has access to larger cities a short drive away - Halifax (4 hours), Montreal (9 hours), Boston (7 hours), and New York (10 hours) - and closer by plane.

## Qualifications

- The minimum qualification for consideration is a PhD or a Doctorate in Marketing or related discipline, preferably awarded within the past three years. Candidates with a PhD or Doctorate nearing completion will be considered for appointment as Lecturer (completion expected within a year of commencing).
- Demonstrated competencies, teaching and/or research in the areas of Digital Marketing, Marketing Analytics, and/or Marketing Strategy.
- Demonstrated drive, potential and vision to develop and maintain an innovative and active research program, pursue external funding, and possess a commitment to quality teaching.

Teaching assignments will be at the undergraduate and graduate level and will cover all areas of the marketing curriculum. If you are interested in having an impact in the classroom and beyond, enjoy exploring innovation in the classroom and unique research opportunities and thrive on interacting with students, colleagues and community, we encourage you to apply.

## Applications

Application packages should be submitted by email:

**Dr. Greg Fleet**  
**Acting Dean, Faculty of Business**  
**University of New Brunswick Saint John**  
**E-mail: [deanofbusiness@unb.ca](mailto:deanofbusiness@unb.ca)**

Applications should include:

- a cover letter
- an up-to-date curriculum vitae
- evidence of teaching effectiveness
- the names and contact details (including e-mail addresses) for three references.
- a brief research statement
- a brief teaching philosophy
- a job market paper

Review of applications will begin on October 15, 2024 and continue until the position is filled.

**Short-listed candidates will be required to provide satisfactory proof of credentials including appropriately certified translations of credentials into English, as applicable.**

**The University of New Brunswick is committed to employment equity and fostering diversity within our community and developing an inclusive workplace that reflects the richness of the broader community that we serve. The University welcomes and encourages applications from all qualified individuals who will help us achieve our goals, including women, visible minorities, Aboriginal persons, persons with disabilities, persons of any sexual orientation, gender identity or gender expression. Preference will be given to Canadian citizens and permanent residents of Canada.**