



WAKE FOREST UNIVERSITY

SCHOOL *of* PROFESSIONAL STUDIES

Inviting Applications and Nominations for

ACADEMIC DIRECTOR FOR DIGITAL MARKETING

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WAKE FOREST
UNIVERSITY

CHARLOTTE CENTER

Façade of the Wake Forest University Charlotte Center

Wake Forest University School of Professional Studies is seeking an exceptional leader to serve as the faculty lead for its new master's and graduate certificate programs in Digital Marketing. The **Academic Director for Digital Marketing** will ensure that the program achieves sustained academic excellence and strong marketplace relevance to provide high value to students. The Academic Director for Digital Marketing is a full-time faculty position (non-tenure track) located in Charlotte, North Carolina. Faculty rank and compensation is commensurate with professional experience and academic background. **The preferred start date is no later than Summer 2022.**



WAKE FOREST UNIVERSITY

Wake Forest University is a private, coeducational institution dedicated to academic excellence in liberal arts, graduate, and professional education. With more than 5,000 undergraduates and 3,000 graduate and professional students, the student-faculty ratio is 11:1. The University has been ranked among the top 30 national universities according to *U.S. News & World Report* for 25 consecutive years.

Wake Forest is a collegiate university offering a vibrant, intellectual community with a rich cultural life, an impressive array of facilities, and a strong athletics program competing in the Atlantic Coast Conference (ACC). Faculty and staff are dedicated to the mission of educating the whole person and creating a strong sense of community. Since its founding in 1834, the University has adopted the motto *Pro Humanitate*, which is exemplified by a deep institutional commitment to public service and engagement with the world.

Learn more about Wake Forest University online at <https://about.wfu.edu>.

THE SCHOOL OF PROFESSIONAL STUDIES

The School of Professional Studies (SPS) is the newest school of Wake Forest University. SPS houses innovative graduate degree and non-degree programs, including certificates and other credentials, for working professionals, as well as relevant Executive Education courses. SPS is focused on developing accessible and market-relevant programs that build upon Wake Forest's current areas of strength as well as delivering future professional development education that is essential to the growing economy of Charlotte, where the School is located, and the surrounding region.

SPS is at the frontier of what's next for Wake Forest University as it boldly expands into Charlotte with the construction of an Innovation District in partnership with Atrium Health. A brand-new, state-of-the-art facility in the district will house SPS as well as the Charlotte-based programs of WFU's School of Business and School of Medicine. SPS is an exciting strategic initiative for the University benefiting from

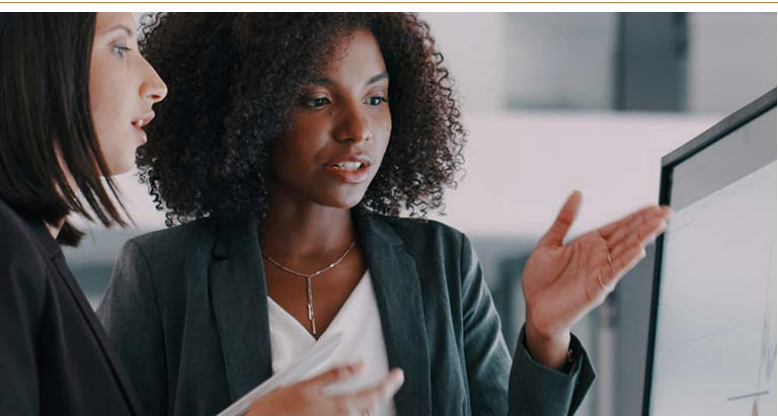
strong support from the university community, including administration and trustees, and the business and civic leaders of Charlotte.

SPS's mission is to develop a new kind of leader. It helps working professionals rise to the challenges of today's dynamic job market by teaching in-demand skills and awarding sought-after credentials. The School empowers its students to adapt, grow, and excel, shaping them into leaders who will guide businesses into the future with integrity. Based in Charlotte, North Carolina, SPS offers fully online programs students can complete from anywhere, as well as opportunities to network, learn, and connect in person.

Learn more about the School of Professional Studies online at <https://sps.wfu.edu>.

DIGITAL MARKETING PROGRAM

SPS aims to deliver a compelling digital marketing education that weaves together three key core areas: (1) digital acumen, (2) marketing expertise, and (3) leadership skills. Courses are designed to incorporate hands-on learning experiences utilizing the latest technologies that companies use to develop impactful digital marketing campaigns, communicate with customers, and design engaging omnichannel consumer experiences. A deep understanding of both academic and applied frameworks related to connected marketing communications, brand management, consumer behavior, campaign management, and other essential marketing concepts will be integrated throughout the courses. Additionally, the program infuses the application of leadership and ethical decision-making skills throughout the curriculum. The program aims to educate talented digital marketing professionals for impactful leadership in their organizations and communities.



THE OPPORTUNITY

Leadership responsibilities of the Academic Director include program oversight, continuous improvement of curriculum, student mentoring and guidance, advisory board leadership, faculty coordination, and support of curriculum-related aspects of the accreditation review process. The selected candidate will be expected to develop and teach graduate-level Digital Marketing courses in an online format and may also teach Executive Education offerings to our corporate partners. An ideal candidate will have worked in digital marketing, taught digital marketing courses (preferably in online modality), and have experience managing academic or similar programs.

The Academic Director for Digital Marketing plays an influential role in developing a culture of innovation, equity, and collaboration that centers on the success of our students and community partners. As a key subject-matter expert, the Academic Director nurtures close connections to industry and community/professional organizations and possesses a deep understanding of best and emerging practices in the field.

SPS faculty consists of a combination of (1) practitioner-scholars from industry and (2) affiliated professors who serve as faculty members in other academic units of the university. The program faculty collaborate to provide a relevant and engaged learning experience to students and are deeply connected to the practice of their profession. The successful candidate will lead this faculty team and continually evolve the Digital Marketing program to ensure program leadership in the marketplace, high student engagement and outcomes, and impactful mentoring by industry experts.

In support of SPS goals to provide industry-relevant and cutting-edge academic programs, the Academic Director will be expected to lead a Program Advisory Board comprised of industry experts who will assist in the ongoing stewardship of the program and provide mentoring to students. Collaborating closely with SPS staff and the Program Advisory Board, the Academic Director will routinely monitor program outcomes and seek input from students, faculty, and external stakeholders to continuously enhance the program and its impact.

The Academic Director also should be a dynamic teacher and impactful mentor who is deeply committed to adult learning.

QUALIFICATIONS

Preferred candidates will have an earned doctorate (or another terminal degree) in marketing, business or a related field, or a related master's degree plus a minimum of five years' experience in digital marketing. With the targeted audience for this program being adult students pursuing career growth, the University seeks to hire colleagues who are highly skilled in and/or highly attuned to adult learning best practices.

Applicants with demonstrated ability to design and deliver educational experiences that are valued by industry will be preferred. In addition, preference will be given to applicants with graduate-level, online course development and teaching experience. The position offers a competitive package of compensation and benefits.



Charles Iacovou, Ph.D. **Dean of the School of Professional Studies and** **Vice Provost of Wake Forest Charlotte programs**

Charles Iacovou, Ph.D., joined Wake Forest University's School of Business faculty in 2001, progressing steadily through the ranks of leadership within the school. After serving seven years as Sisel Distinguished Dean of the Business School and Professor of Management, he assumed new responsibilities in 2021 as the Vice Provost of Wake Forest's Charlotte programs and the Dean of the School of Professional Studies.

As the Professional School's inaugural dean, Dr. Iacovou has been integral in Wake Forest's expansion of programs and presence in the Charlotte community. He is working with a team of faculty and staff to provide pathways for adult learners and working professionals to gain education experience and credentials that will

enable them to progress through their careers or pivot careers through the School of Professional Studies.

Throughout his career at Wake Forest, Dr. Iacovou has been described as a dynamic academic leader with both vision and strategic operational expertise. He is also a student-centered teacher who utilizes experiential learning methods to challenge and develop his students. He has received several teaching awards from students and alumni.

Before his tenure as Dean of the Business School, Dr. Iacovou served in a number of administrative roles, including Director of the Full-time MBA Program, Senior Associate Dean of Graduate Programs, and Senior Associate Dean of Faculty. Before joining Wake Forest University, he led an electronic bank, Laiki eBank, in Europe.

Dr. Iacovou received his Ph.D. in Management Information Systems from the University of British Columbia and his B.S. degree in Business Administration from the University of Vermont. He completed his undergraduate studies with the support of a scholarship administered by the Cyprus Fulbright Commission.



Wake Forest seeks to recruit and retain a diverse workforce and encourages qualified candidates across all group demographics to apply. In order to provide a safe learning and living community, Wake Forest University conducts background investigations for all final candidates being considered for employment.

Wake Forest University requires proof of full vaccination with an FDA approved or authorized COVID-19 vaccine for all positions posted on or after September 13, 2021. Wake Forest University requires that you provide

satisfactory proof of full vaccination status to Human Resources within three days of your hire date. You must also maintain full COVID-19 vaccination status, as classified by the CDC, during your employment at Wake Forest University.

Consistent with federal, state and local law, Wake Forest University will consider accommodations for disability- and religious-based reasons unless providing an accommodation would result in an undue hardship to the University. If you seek an accommodation from the vaccination requirement for disability- or religious-based reasons, you should contact Human Resources.



Charlotte, North Carolina

The fifth fastest growing city in the U.S., Charlotte is the most populous city in North Carolina, with more than 874,000 residents. The city is the cultural, economic, and transportation center of the Charlotte metropolitan area, especially in the financial sector. It is the second largest financial banking center in the U.S. after New York City. Home to several Fortune 500 companies, Charlotte is one of the nation's top cities expected to experience continued economic growth, particularly for start-ups.

Charlotte has opportunities and activities of a large city with the welcoming community of a small town. Great school systems, a variety of parks and outdoor venues, eclectic food scene, wonderful museums, family-friendly activities, and live entertainment venues

make this city one to enjoy year around. *Business Insider* ranked the city 14th in its list of *50 Best Places to Live in America*.

Like many great cities, Charlotte has attracted people from across the world who now call it home. The different ethnicities, ages, and religions found within the city have enhanced Charlotte's culture and sense of community.

Sports are plentiful in Charlotte. Whether cheering on the city's pro football team, the Carolina Panthers; pro basketball team, the Charlotte Hornets; the major league soccer team, the Charlotte FC in its first season in Charlotte; the minor league baseball team, the Charlotte Knights, or the minor league hockey team, the Charlotte Checkers, this city offers plenty of game day excitement.

APPLICATION & NOMINATION PROCESS

Confidential inquiries are welcomed, and nominations are invited.

Applications

- 1) Application packet must include:
 - a) A letter of application that addresses the responsibilities and qualifications of the position and statement of teaching philosophy
 - b) Current curriculum vitae
 - c) Any recent course evaluation results, including raw data and comparative benchmarks
 - d) At least four references with full contact information including e-mails (*References will not be contacted without consent from applicant.*)
- 2) Submit application packet (preferably as PDFs) to **WakeForest-DM@myersmcrac.com** by **May 5, 2022, for best consideration**. Applications will be accepted until the position is filled. *Additional information will be requested upon receipt of application.*

Nominations

Submit nominations to:

WakeForest-DM-nominate@myersmcrac.com with complete contact and e-mail information for the individual being nominated.

Emily Parker Myers, CEO, and **Jennifer Barfield**, Senior Vice President, of **Myers McRae Executive Search and Consulting**, are assisting Wake Forest University with this search.

