



GERALD SCHWARTZ
SCHOOL OF BUSINESS

Part-Time Instructor in Social Media Marketing

The Department of Marketing and Enterprise Systems in the Gerald Schwartz School of Business is inviting applications for a part-time instructor position for **BSAD 438 - Social Media Marketing** for the Fall term beginning August 1, 2024.

The candidate should possess a broad background and industry experience in social media marketing and analytics. Candidates will be considered based on their combination of Marketing education and work experience to support our focus on relevant curriculum and education and our commitment to teaching excellence. Candidates should possess a graduate degree in business (e.g., MBA), relevant work experience, and experience with instructional design and/or delivery in a post-secondary context.

The Gerald Schwartz School of Business houses three departments and offers a Bachelor of Business Administration (BBA) degree with several degree streams, post-bac diplomas in Business Studies, Digital Marketing, and Enterprise Systems, a co-op option, and multiple international exchange opportunities. St. Francis Xavier University (StFX) is one of Canada's leading primarily undergraduate universities, nestled in the small Nova Scotia town of Antigonish. Our historic residential campus is home to a population of around 4,000 students, one-in-five of whom are in a Business program.

We wish to hear from individuals who have a passion for teaching and who share StFX's values of equity, diversity and inclusion. Consideration of applications will commence immediately and will continue until the position is filled or the search is cancelled. Interested candidates should send applications, including curriculum vitae, a statement of teaching experiences, and the names of three referees to:

Dr. Todd A. Boyle

Chair – Department of Marketing and Enterprise Systems
Gerald Schwartz School of Business
St. Francis Xavier University
Antigonish, Nova Scotia, B2G 2W5
e-mail: tboyle@stfx.ca

StFX is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People.

Our institution is committed to upholding the values of equity, diversity, inclusion and accessibility. We encourage applications from members of groups that have been historically disadvantaged and marginalized, including Indigenous persons (especially Mi'kmaq), racialized persons (especially African Nova Scotians), persons with disabilities, those who identify as women and/or 2SLGBTQIA+ and any others who would contribute to the diversity of our community. Please note that all qualified candidates are encouraged to apply; however, applications from Canadians and permanent residents will be given priority.