Professorship in Digital Media and Platforms

Company:
Hochschule Pforzheim

Location:
Germany / Pforzheim

Discipline:
Digital Media and Platforms

Employment Type:
Permanent Full-time

Posted:
2023-04-04

Contact Person:
If you wish to apply for this position, please specify that you saw it on AKADEUS.

With around 6,200 students and 500 people in teaching, research and administration, Pforzheim University is one of the largest universities of applied sciences in Baden-Württemberg. In its three faculties – Design, Business and Technology – the Pforzheim University combines creativity with business education and technical precision. Interdisciplinarity, internationality, technology and know-how transfer are essential elements of our success. Our employees and students are not only offered specialist training, but also holistic personality development.

At the Business School, the following professorship is to be filled in the degree program BW / Media Management and Psychology of Advertising future BWL / Media Management and Digital Media for the winter semester 2023/2024 or later

**Professorship (m/f/d) (W2) Digital Media and Platforms**

Reference number: 231022

Pay grade: W2

Working time: full time

Application deadline: 04.05.2023

Your future area of responsibility:

- You will primarily hold lectures in the Bachelor program BW / Media Management and Psychology of Advertising future BWL / Media Management and Digital Media as well as in the Master program Digital Business Management.
- Your main areas of teaching and research are: Digital Media and Marketing, Digital Media Management, Social Media Marketing, E-Commerce, Business Projects, Digital Platforms, Digital Trainings (e. g. Google Analytics, Podcast).
- You will actively contribute to the methodical and didactic development of the courses offered as well as to the organizational and content-related design of our study program. You will also assist in the mentoring of our students.
You will conduct research within your field of expertise and maintain relationships with both national and international academic and business partners.

Your profile and qualifications:

- You have a university degree in the field of Media / Communication Management, Business Administration, Business Economics or a similar study program.
- You have in-depth knowledge and management experience in the fields of Digital Media, Digital Marketing, Digital Business Models and Platforms – ideally you have already gained some leadership experience in this area.
- You can provide evidence of recent publications and ideally also research activities in the relevant subject area.
- You enjoy teaching and have already proven your didactic skills as an empathic and trustworthy personality and, together with the study program team, would like to enable our students to be successful in a digitalized world.
- You are fluent in English to the extent to be able to teach courses in English. You are willing to learn German in order to be able to hold lectures in German in the long run.

The formal requirements for applicants are a university degree and a Ph.D. or a comparable scientific qualification. A minimum of five years of postgraduate experience is required, of which a minimum of three years must have been gained outside the university.

Further details (cf. § 47 Landeshochschulgesetz Baden-Württemberg) can be found in an information sheet which can be downloaded from the university's homepage. The Pforzheim University of Applied Sciences aims to increase the proportion of women in its staff and therefore urges qualified interested women to apply. Disabled applicants with the same qualifications have priority.

Please send your application to the Rector, Prof. Dr. Ulrich Jautz, and apply via our online applicant portal [https://stellen.hs-pforzheim.de/xp5rn](https://stellen.hs-pforzheim.de/xp5rn), stating the reference number.

Your contact person
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+49 7231 28 6024

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