

## Part-Time Position in Communications and Public Policy (EXTERNAL)

St. Thomas University invites applications for an instructor to teach the following course in Fredericton:

### Semester 2 (January - April 2025)

**COPP-3053-A Social Media** (Th 5:30-8:20 PM) Social media within the communications environment is becoming the most important way organizations communicate with their publics. In this course we will consider social media platforms, theories of media communications, critical understandings of social media including ethics, as well as practical application of analytics and measurement of social media including search engine optimization, Google Analytics and social media management. This course provides a review of current and emerging digital media, with particular emphasis on social media and its impact on a variety of industry sectors such as marketing and advertising, government and public policy. (Maximum Enrolment: 60)

St. Thomas University is an undergraduate, liberal arts institution with a full-time enrolment of 1,600. Its students graduate with Bachelor of Arts, Applied Arts, Education, and Social Work degrees. The faculty members are distinguished teachers, researchers and scholars, and the university holds two Canada Research Chairs.

A PhD, or imminent completion is preferred; a Master's degree or equivalent professional experience is required. Each applicant is to submit a curriculum vitae, along with pertinent documentation (ex. teaching portfolio etc.) and arrange to have three letters of reference sent directly to Dr. Jamie Gillies, Chair of Journalism and Communications, St. Thomas University, Fredericton, NB E3B 5G3. Electronic applications may be sent to: [jgillies@stu.ca](mailto:jgillies@stu.ca).

Closing date: **November 15, 2024**, or when the position is filled. Applicants are responsible for ensuring that their completed applications are received by this date.

*St. Thomas University encourages applications from all qualified candidates and is committed to the principles of equity, diversity, and inclusion, including employment equity for the following under-represented groups identified in the Canadian Employment Equity Act: women, aboriginal persons, members of visible minority groups and persons with disabilities.*

*St. Thomas University is situated on the traditional territory of the Wolastoqiyik, Wəlastəkewiyik / Maliseet whose ancestors along with the Mi'Kmaq / Mi'kmaw and Passamaquoddy / Peskotomuhkati Tribes / Nations signed Peace and Friendship Treaties with the British Crown in the 1700s.*