



**Zimmerman School of Advertising and
Mass Communications Director Search**



**University of
South Florida**

A Preeminent Research University



About

The University of South Florida

The University of South Florida (USF) System, established in 1956 is a high-impact, global research system dedicated to student success. The USF System includes three institutions: USF Tampa, USF St. Petersburg, and USF Sarasota-Manatee. Serving more than 50,000 students, the USF System has an annual budget of \$1.8 billion and an annual economic impact of \$4.4 billion. USF ranks in the top 25 nationally for research expenditures among public universities, according to the National Science Foundation. In 2018, the Florida Board of Governors designated USF as a Preeminent State Research University, placing USF in the most elite category among the state's 12

public universities, recognizing the institution's high performance and strong trajectory toward national excellence. It is one of only four Florida public universities classified by the Carnegie Foundation for the Advancement of Teaching in the top tier of research universities, a distinction attained by only 2.3 percent of all universities. USF is a member of the American Athletic Conference and sponsors 17 Division One varsity sports.

Additional information may be found here:

<https://www.usf.edu/about-usf/index.aspx>





About the Tampa Bay Area

Located on the vibrant west coast of Florida, the Tampa Bay area offers a unique blend of urban excitement in a waterfront setting and optimal quality of life in an economically thriving and highly desirable locale.

With more than two million residents, the diverse economy is driven by tourism, agriculture, construction, finance, health care, government, technology, and the port of Tampa. The Tampa Bay area boasts a sophisticated, open community offering an attractive array of activities, amenities, services, top-notch education, year-round festivals, and enviable climate. The Tampa International Airport consistently ranks as one of the top airports in the country.

Other draws include Busch Gardens, Adventure Island water

park, Zoo Tampa, The Florida Aquarium, and historic Ybor City. Orlando, with all of its theme parks, is about one hour away.

In addition, Tampa Bay boasts several professional sports teams, such as the NFL's 2002 Super Bowl Champion Tampa Bay Buccaneers, Major League Baseball's Tampa Bay Rays, and the NHL's 2004 Stanley Cup Champion Tampa Bay Lightning.

For the culturally inclined, Tampa Bay is home to a vibrant arts community. There is the Salvador Dali Museum, The John and Mable Ringling Museum of Art, the Museum of Fine Arts St. Petersburg, James Museum, Van Wezel Performing Arts Center, Ruth Eckerd Hall, Mahaffey Theater, the Tampa Bay



Performing Arts Center, and the Tampa Museum of Art, as well as USF's own highly acclaimed Contemporary Museum of Art, and Schools of Music, Theater, and Dance.

Residents and USF students can also attend concerts and performances at the historic Tampa Theatre, Amalie Arena, and Raymond James Stadium, as well as at USF's Yuengling Center. And for those interested in indulging in a little retail therapy, Tampa Bay is home to several excellent shopping venues, including International Plaza, Old Hyde Park Village, Westshore Plaza, and many more. More information may be found here:

<http://www.tampagov.net/visitors>
<http://www.visittampabay.com/>



About Zimmerman School of Advertising and Mass Communications

The ZSAMC, or Z-School, is the recipient of a major gift from advertising alumnus Jordan Zimmerman designed to create and deliver cutting-edge curricula to approximately 1,000 pre-majors and majors served by 20 full-time faculty members with a broad range of professional and scholarly credentials. The School is large enough for a “critical mass” of students who work collaboratively on projects in professional communications and media, but small enough for individual attention. Accomplished faculty provide a balance of academic and professional credentials and emphasize hands-on instruction in advertising, multimedia journalism and production, and public relations.

Students also benefit from relationships with on-campus organizations and

departments, such as University Communications and Marketing, the USF College of Health Sciences, the USF Department of Athletics, WUSF-TV, WBUL-AM radio, and the award-winning campus newspaper The Oracle in the 13th largest media market in the country.

Students are also active in Z-School clubs such as the AdClub, the Walter E. Griscti Chapter of the Public Relations Student Society of America (PRSSA), the Society of Professional Journalists (SPJ), and Radio Television Digital News Association (RTDNA) that provide extensions of classroom learning and the opportunity to network with professionals.

The Z-School offers a B.S. in Integrated Public Relations and Advertising (IPRA) and a M.S. in Advertising. The ZSAMC

also offers a B.A. in Mass Communications focused on digital news and production and a M.A. in Mass Communications or Strategic Communication. The Z-School also partners with the College of Business for the “ZAP” 4+1 accelerated B.S./M.A. in Business Advertising and with the College of the Arts for an undergraduate Certificate in Visualization and Design. Summer study abroad programs are designed specifically for Zimmerman students. The Z-School enjoys a collegial relationship with its sister program on the USF St. Petersburg campus, which houses ACEJMC-accredited bachelor’s and master’s programs in journalism and digital communication.

For more information, please see the school’s Internet site at: <http://masscom.usf.edu/>



About the Position

The Zimmerman School of Advertising and Mass Communications at USF invites applications for the Director of the School. The new Director will be appointed with tenure at the rank of Associate or Full Professor, or alternatively as Professor of Practice (see Qualifications for each below). The Zimmerman School seeks an experienced, dynamic, entrepreneurial, and engaged leader who will leverage the potential of the School, its faculty, its students, and the community into a leading program in the discipline. The position has an anticipated start date of August 2019. This is an outstanding opportunity for a creative leader at an exciting time in the continued growth of the School.

USF welcomes applicants with expertise from all areas of advertising and mass communications who will contribute directly to the mission of the School and who will help to boost the visibility of the School, both regionally and nationally. The successful candidate will provide

leadership to further enhance the School's research and external funding record, degree programs, and fundraising efforts. The successful candidate will have a strong commitment to teaching and mentoring, will build relationships with Zimmerman School alumni, and will enhance relationships with industry partners.

The successful candidate will oversee the Zimmerman School's budget, hiring, and personnel evaluation; guide curriculum development; create student media opportunities and partnerships; understand and respect faculty governance; and value contributions from research and practitioner faculty for their common commitment to the Zimmerman School's success.

If seeking appointment as Associate or Full Professor, the applicant must have a P.h.D from an accredited institution in an area of advertising, media studies, mass communications, multimedia journalism and production, strategic communications, and/

or public relations, or P.h.D equivalent; a clearly defined and well-established research agenda; and a well-established reputation as a scholar. Previous administrative experience and successful extramural funding are desirable.

If seeking appointment as a Professor of Practice, the applicant must have approximately 15 years of successful industry experience in advertising, public relations, and/or news/entertainment media in positions of substantial responsibility, including supervision of employees, budgetary oversight, and managerial skills. Knowledge of and practice in contemporary digital media is desirable.

In either case, the successful candidate should have the ability to teach in one of the Zimmerman School's curriculum areas: advertising, media studies, mass communications, multimedia journalism and production, strategic communications, and/or public relations.



Procedure For Candidacy

Review of applications will begin immediately and continue until the position is filled. Applications should include a current curriculum vita and letter explaining interest and relevant experience. Nominations and applications should be submitted electronically in confidence to

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The State of Florida has a Public Meetings Law and a Public Records Law, and all university searches are conducted under the terms thereof. All meetings of the Search Committee are publicly announced and conducted. All documents submitted to the Committee are treated as open materials with the exception of evaluative documents specific to the performance of the faculty of the State University System of Florida.

The University of South Florida is an equal opportunity, affirmative action, equal access institution. Women and underrepresented minorities are encouraged to apply.

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