POSITION ANNOUNCEMENT # 00012891
Requisition # 0902056

Title: ASSISTANT PROFESSOR
SOCIAL MARKETING AND PROGRAM EVALUATION

Location: DEPARTMENT OF AGRICULTURAL EDUCATION AND COMMUNICATION
UNIVERSITY OF FLORIDA
INSTITUTE OF FOOD AND AGRICULTURAL SCIENCES (IFAS)
GAINESVILLE, FLORIDA

Salary: COMMENSURATE WITH QUALIFICATIONS AND EXPERIENCE

Position open to: For full consideration, candidates should apply and submit additional materials by January 18, 2013. The position will open until a viable applicant pool is determined.

DUTIES AND RESPONSIBILITIES: This is a 12-month tenure-accruing position located in the Department of Agricultural Education and Communication, Institute of Food and Agricultural Sciences (IFAS), University of Florida, assigned 65% extension (Florida Cooperative Extension Service) and 35% research (Florida Agricultural Experiment Station). This assignment may change in accordance with the needs of the unit. Tenure will be in the Department of Agricultural Education and Communication. This is one of several new positions allocated to enhance the recently formed Center for Landscape Conservation and Ecology (CLCE) in IFAS. As such, this faculty member will work in partnership with other faculty members in CLCE and with industry groups in effectively promoting sustainable landscape management practices to urban audiences and evaluating the impact of CLCE programs and projects. Duties will include (1) developing and delivering educational programs and materials to target client groups as part of a planned extension program; (2) developing and implementing programs to enhance awareness and implementation of sustainable landscape management practices through application of social marketing strategies; (2) participating in Extension teams; (3) assisting county Extension faculty with social marketing campaigns and developing their ability to using social marketing approaches; (4) conducting a focused research program in social marketing and program evaluation; and (5) contributing to the Department’s overall goals in scholarship and research. The faculty member will actively participate in graduate education by chairing and serving on graduate committees, supervising thesis and dissertation research, and publishing the results with his/her graduate students. The faculty member will actively seek contract and grant funding to support his/her program and engage in Extension activities in his or her program area. Because of the IFAS land-grant mission, all faculty are expected to be supportive of and engaged in all three mission areas—Research, Teaching and Extension—regardless of the assignment split specified in the position description.
**BASIC QUALIFICATIONS:** A doctoral degree (foreign equivalent acceptable) in agricultural or extension education, program evaluation, social marketing, or related field is required. Strong preference will be given to candidates with a basic understanding of Cooperative Extension and experience as an extension professional. Demonstrated skills in verbal and written communication, collaboration/teamwork, interpersonal communication, stakeholder engagement, and procurement of extramural funding are required. Candidates must be supportive of the land-grant system and IFAS’s core values of excellence, diversity, global involvement, and accountability. The successful applicant must have a strong commitment to research and extension programs and a proven ability to work effectively with academic and professional colleagues.

**BACKGROUND INFORMATION:** The Department of Agricultural Education and Communication is a comprehensive academic unit in the Institute of Food and Agricultural Sciences (IFAS) at the University of Florida and has diverse teaching, research, and extension education programs with 19 faculty members and 8 support personnel located on the Gainesville campus. An additional faculty member directs the department’s off-campus undergraduate program in agricultural education at the UF/IFAS Plant City campus. The departmental web site [http://aec.ifas.ufl.edu](http://aec.ifas.ufl.edu) provides additional information. The Center for Landscape Conservation and Ecology ([http://gardeningsolutions.ifas.ufl.edu/clce/](http://gardeningsolutions.ifas.ufl.edu/clce/)) is a multidisciplinary unit composed of faculty from Environmental Horticulture (landscape design and management, Florida Friendly Landscaping), Agricultural and Biological Engineering (water specialists), Agricultural Education and Communication (social marketing and program evaluation), Soil and Water Science (chemical fate and transport), Food and Resource Economics (economic impact of the green industry), and Entomology and Nematology (urban pest identification and control).

The University of Florida ([http://www.ufl.edu](http://www.ufl.edu)) is a Land-Grant and Sea-Grant institution, encompassing virtually all academic and professional disciplines, with an enrollment of more than 50,000 students. UF is a member of The Association of American Universities. The Institute of Food and Agricultural Sciences ([http://ifas.ufl.edu](http://ifas.ufl.edu)) includes the College of Agricultural and Life Sciences ([http://cals.ufl.edu](http://cals.ufl.edu)), the Florida Agricultural Experiment Station ([http://research.ifas.ufl.edu](http://research.ifas.ufl.edu)), the Florida Cooperative Extension Service ([http://extension.ifas.ufl.edu](http://extension.ifas.ufl.edu)), the College of Veterinary Medicine ([http://www.vetmed.ufl.edu](http://www.vetmed.ufl.edu)), the Florida Sea Grant program ([http://www.flseagrant.org/](http://www.flseagrant.org/)), and encompasses 15 academic departments and the School of Forest Resources and Conservation, 9 interdisciplinary centers, 13 research and educational centers throughout the state, and Cooperative Extension units in each of Florida's 67 counties and the Seminole Tribe. The School of Natural Resources and Environment is an interdisciplinary unit housed in IFAS and managed by several colleges on campus. IFAS employs over 3400 people, which includes approximately 950 faculty and 2450 support personnel located in Gainesville and throughout the state. IFAS, one of the nation’s largest agricultural and natural resources research and education organizations, is administered by a Senior Vice President and four deans: the Dean of the College of Agricultural and Life Sciences, the Dean for Extension and Director of the Florida Cooperative Extension Service, the Dean for Research and Director of the Florida Agricultural Experiment Station, and the Dean for the College of Veterinary Medicine. UF/IFAS also engages in cooperative work with Florida A&M University in Tallahassee.

The University is located in Gainesville, a city of 125,000, situated in North Central Florida midway between the Gulf of Mexico and the Atlantic Ocean. The city provides a metropolitan atmosphere with many activities sponsored by the local community and University.
START DATE: March 1, 2013, or as soon thereafter as an acceptable applicant is available.

Application Information

- Individuals wishing to apply should go online to https://jobs.ufl.edu/postings/34880 and submit:
  - Application
  - Letter of application
  - Curriculum vita
  - Contact information for five references

- Official transcripts of all university work and recommendation letters from three of the listed references should be sent directly to the search committee chair.

For full consideration the above materials must be received by January 18, 2013. Nomination of candidates is encouraged.

Refer to Position # 00012891
RETURN INQUIRIES TO:
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The University of Florida is an Equal Opportunity Institution dedicated to building a broadly diverse and inclusive faculty and staff. The selection process will be conducted in accord with the provisions of Florida’s ‘Government in the Sunshine’ and Public Records Laws. Search committee meetings and interviews will be open to the public, and applications, resumes, and many other documents related to the search will be available for public inspection. Persons with disabilities have the right to request and receive reasonable accommodation.