POSITION ANNOUNCEMENT # 0001-4554

Title: ASSISTANT PROFESSOR
EXTENSION MARKETING COMMUNICATIONS

Location: DEPARTMENT OF AGRICULTURAL EDUCATION AND COMMUNICATION
UNIVERSITY OF FLORIDA
INSTITUTE OF FOOD AND AGRICULTURAL SCIENCES (IFAS)
P.O. BOX 110540
GAINESVILLE, FL 32611-0540

Salary: COMMENSURATE WITH QUALIFICATIONS AND EXPERIENCE

Position open to: Review of applications will begin on January 05, 2007 and continue until the position is filled.

DUTIES AND RESPONSIBILITIES: This is a 12-month tenure-accruing position in the Department of Agricultural Education and Communication, Institute of Food and Agricultural Sciences, University of Florida, assigned 40% teaching (College of Agricultural and Life Sciences) and 60% extension (Florida Cooperative Extension Service). This assignment may change in accordance with the needs of the unit. Tenure will be in the Department of Agricultural Education and Communication. Duties will include (1) teaching undergraduate and graduate courses (on-campus and by distance) in opinion formation, campaigns, marketing, and organizational leadership within an extension context; (2) advising undergraduate and graduate students; (3) developing and delivering educational programs and materials to various client groups as part of a planned extension program focused on strategic planning and professional development in marketing communications; (4) participating in extension state-wide programmatic teams; and (5) contributing to the Department’s overall goals in scholarship and research. The faculty member will seek contract and grant funding actively to support his/her program. The faculty member will engage in Extension activities in his or her program area. All IFAS faculty are expected to demonstrate commitment and responsibility to the three functions of the Land Grant mission.

BASIC QUALIFICATIONS: A Ph.D. degree in agricultural and extension education or closely related field with an emphasis in marketing communications, or a Ph.D. degree in communications or related field with an emphasis in extension. Candidates should have experience as an extension educator or communications professional and sound understanding of Cooperative Extension and demonstrated effectiveness or clear promise as an outstanding teacher in formal (undergraduate and graduate) and nonformal settings. Candidates should have demonstrated skills in verbal and written communication, collaboration/teamwork, interpersonal communication, and procurement of extramural funding. Candidates must be supportive of the land-grant system and IFAS core values of excellence, diversity, global involvement, and accountability. The successful applicant must have a strong commitment to teaching and extension programs and a proven ability to work effectively with academic and professional colleagues and students.
**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 thirteen faculty members, two courtesy faculty, and 11 support personnel located on the Gainesville campus. An additional faculty member is located at the IFAS Plant City campus and directs the department’s new off-campus undergraduate program in agricultural education. The departmental web site [http://aec.ifas.ufl.edu](http://aec.ifas.ufl.edu) provides additional information. 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 48,000 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)), and the College of Veterinary Medicine ([http://www.vetmed.ufl.edu](http://www.vetmed.ufl.edu)), 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 UF Water Institute was recently created to enhance the cross-campus and external linkages among the more than 250 UF faculty members conducting water-related studies in more than 50 Departments and Centers. 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, 2007, or as soon thereafter as an acceptable applicant is available.

**HOW TO APPLY:** Interested persons must submit a letter of application, curriculum vita, official transcripts of all university work, complete contact information for five references, and three letters of recommendation. Recommendation letters should be submitted directly by the references. For full consideration the above materials must be received by January 05, 2007. Nomination of candidates is encouraged. Women and minorities are encouraged to apply.

Refer to Position # 0001-4554

RETURN INQUIRIES TO:
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*The University of Florida is an equal opportunity, equal access employer. The “government in the sunshine” laws of Florida require that all documents relating to the search process, including letters of application/nomination and reference, be available for public inspection. Persons with disabilities have the right to request and receive reasonable accommodation.*