

Full-time Academic Position

**Department of Journalism and Communication, Hong Kong Shue Yan University
(Academic Year 2025/2026)**

The Department of Journalism and Communication is inviting applications for the post of Full-time Assistant Professor/Associate Professor/Associate Professor of Practice/Professor.

Rank will be commensurate with qualifications and experience. Candidates of Assistant Professor/Associate Professor/Professor should have a doctorate degree in advertising, communication, or a related discipline. Substantial tertiary-level teaching experience and an established track record in research and publication could be an advantage. Recognized professionals with substantial years of experience who have made significant contributions to the professional field in terms of practice and education of the profession could be considered as Associate Professor of Practice.

Candidates should demonstrate abilities to teach effectively at the undergraduate level in at least one, but preferably more of the following areas in digital advertising.

- 1. Advertising creative and design: Content creation, advertising strategies and design, advertising art direction**
- 2. Advertising management and analytics: Social media management and analytics, advertising agency account planning, audience measurement and engagement**

Preference will be given to applicants who have experience in coaching students on projects involving creative works and/or demonstrate the capability of teaching hands-on skills using digital and/or immersive technology.

The appointment is contract-based, commencing in January or September 2026 and renewable upon mutual agreement.

Application Procedure:

Applicants should apply by sending:

- (1) a cover letter;
- (2) a statement of teaching and research;
- (3) a complete CV (including a list of publications);
- (4) three representative publications;
- (5) three references to be sent directly from the referees; and
- (6) the [application form](https://www.hksyu.edu/en/snippets/external-vacancy) which can be downloaded from:
<https://www.hksyu.edu/en/snippets/external-vacancy>

Please submit your application by sending the required documents to University Secretary via email recruit_ap@hksyu.edu.

For further information about the Department, please visit <https://jc.hksyu.edu/en>.

Application Deadline:

Review of applications will start as soon as possible and continue until the post is filled.

Only shortlisted candidates will be contacted. Personal data collected will be used for staff recruitment purposes only.