**Associate Director of the Social Media Listening Center at Clemson University**

Brandon Boatwright, boatwr5@clemson.edu

Clemson University’s Social Media Listening Center (SMLC) is recruiting a full-time Associate Director. The SMLC is an interdisciplinary lab that utilizes cutting edge technology to listen, measure, and engage in online conversations across various digital and social media platforms. Its mission is to empower students and faculty from across the university to leverage the power of analytics and artificial intelligence to better understand how information spreads, resonates, and performs.

The Associate Director of the SMLC will broadly support the student success and engagement initiative out of the center by building and maintaining industry partnerships with external clients. The ideal candidate will identify and secure business development opportunities that contribute to Clemson's experiential learning initiative while also providing high quality social media analytics and reporting to paying industry clients. The Associate Director will also teach two sections of a social media analytics course each semester for undergraduate students and oversee undergraduate interns. Other duties to be performed as assigned.

The candidate will have an outstanding opportunity to collaborate with accomplished scholars across the College of Behavioral, Social and Health Sciences, which encompasses seven academic units, including Communication; Parks, Recreation and Tourism Management; Political Science; Psychology; Public Health Sciences; Sociology, Anthropology and Criminal Justice; and a School of Nursing. The college is also home to twelve centers and institutes.

Qualifications and Necessary Skills:

* Bachelor’s degree (required) or Master’s degree (preferred) in communication, marketing, public relations, advertising, or a related field.
* Prior project management experience.
* Proficient in social media data analysis, visualization, strategy, and content creation.
* Prior teaching experience.
* Ability to work and communicate with a range of stakeholders (i.e., students, faculty, clients, etc.).

The Associate Director will be appointed for a two-year, time-limited staff position with the potential for renewal based on performance. Applications received by February 1, 2024 will receive full consideration.

Clemson University offers a competitive salary and attractive benefits package. Clemson University is an R1 Carnegie institution. The campus is located in the foothills of the Blue Ridge Mountains near outstanding year-round recreational opportunities.

Equal Employment Opportunity Statement

Clemson University is an AA/EEO employer and does not discriminate against any person or group based on age, color, disability, gender, pregnancy, national origin, race, religion, sexual orientation, veteran status, or genetic information. Clemson University is building a culturally diverse faculty and staff committed to working in a multicultural environment and encourages applications from minorities and women.

To apply, [click here](https://apply.interfolio.com/108432).

This institution does not offer benefits to domestic partners.

This institution offers benefits to spouses.

This institution does not include trans-affirming healthcare coverage for TGE faculty.

This institution provides the following support:

* Dependents have the same access to the healthcare described above