

# AEJMC-ASJMC Executive Director

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**Association for Education in  
Journalism and Mass  
Communication**



**Association of Schools of Journalism  
and Mass Communication**

## **The Search**

The Association for Education in Journalism and Mass Communication (AEJMC) and the Association of Schools of Journalism and Mass Communication (ASJMC) are seeking an outstanding executive director with a commitment to fostering research, teaching, and service in journalism, public relations, advertising, and other forms of mediated communication.

## **About AEJMC**

AEJMC, founded in 1912, is a multi-faceted, nonprofit academic association. It publishes three association-wide academic journals, and its divisions and interest groups publish multiple divisional journals. Like other learned societies, it hosts academic conferences; sponsors awards, grants, scholarships, and competitions; serves as a clearinghouse and creator of several forms of information beneficial to its members; and has an office of support staff. We are looking for a director who can help maintain and manage the association's wide-ranging mission, while identifying new opportunities that will help the organization grow and thrive in a changing higher education and media landscape.

AEJMC has historically adapted to new media environments and technologies and to new modes of research and teaching to foster a vital academic community. We are looking for an executive director who will work with AEJMC's members, board of directors, divisions, interest groups, commissions, and committees to propel the organization forward as it embraces the challenges and opportunities of digitization, globalization, and other trends. The association stands ready to embrace structural and programmatic changes, but change is rarely easy and requires energetic administrative support and leadership.

AEJMC entered the Covid-19 pandemic with a robust membership and healthy financial foundation. While still strong, the association is confronting considerable pressures as members face college and university budgetary and travel restrictions, making it difficult for them to maintain membership and attendance at conferences, even those offered virtually. Our new executive director must provide strategic leadership in managing the association's resources and maintaining and expanding the value of the association's services to members.

We are looking for an executive director with nonprofit management experience, a commitment to fostering a diverse and inclusive academic community, and a deep appreciation for journalism, public relations, advertising, and other forms of mediated communication. The executive director reports directly to the AEJMC Board of Directors, an elected body that represents various commissions, committees, divisions/interest groups and the membership as a whole.

The executive director currently oversees a staff of eight full- and part-time employees:

- An assistant executive director, a temporary position created in 2019 and given to an existing staffer who works on a variety of issues related to the annual conference
- An administrative assistant (part time)
- A business manager
- A conference and meetings manager
- A membership manager
- A newsletter editor/project manager (part time)
- A public relations manager
- A website content/graphic designer

### *Mission*

AEJMC has historically advanced a three-fold purpose: (1) encouraging high academic and professional standards for education in our discipline; (2) fostering scholarly research and inquiry in journalism, public relations, advertising, and other forms of mediated communication while facilitating publication and distribution of theoretical, critical, and applied knowledge; and (3) supporting professional responsibility and freedom of communication consonant with the ideals expressed in the First Amendment of the US Constitution. The association seeks to serve an academic community of scholars, instructors, and students, while also engaging with media professionals and the general public. We seek an executive director who can ensure that each of these commitments is valued.

AEJMC seeks to adhere to these core values: (1) Fidelity: AEJMC members value truth-telling, promise-keeping, and faithfulness to our discipline and stakeholders. (2) Justice: AEJMC members strive for fairness, impartiality, and distributive justice in our relationships with peers, students, and other stakeholders. We celebrate and promote diversity. (3) Accountability: AEJMC members act with openness and transparency in their scholarship, teaching and service

roles. (4) Care: AEJMC members act with respect, sensitivity, consideration of others, compassion, and mercy. We try to protect others from abuse and coercion. The association is aware that it has not always embodied these values. Nevertheless, we seek an executive director who will embrace these values and help us live up to our obligations.

### *Membership*

AEJMC has averaged 3,500 members for the past several years, although those numbers have dipped during the pandemic. Membership numbers also are sensitive to the location of the annual conference, as non-members who register for the conference receive a one-year membership. Members are generally faculty, administrators, or graduate students in journalism, advertising, public relations, and other mediated communication disciplines. The association also includes members from media-related service associations and affiliates.

Members come from a range of colleges and universities, from teaching-intensive to research-intensive schools and programs. Members from research universities have recently made up much of the leadership of the association. While the membership has primarily drawn from the United States, the association has members from 50 countries. The association has periodically made internationalization a priority. For example, it held a conference in Santiago, Chile, in 2015, and scheduled programming in conjunction with the World Journalism Education Congress in Paris, France, in 2019.

AEJMC plays an important role in socializing graduate students into the discipline. We seek to enlist students as members and then provide them with an association home and range of services throughout their careers.

In conjunction with the Board of Directors, an appointed Membership Committee, and a membership manager on the staff, the executive director oversees membership services and initiatives.

### *Governance*

AEJMC depends on the volunteer labor of scores of committed scholars and teachers, as well as the work of the central office staff. It is organized into 30 member-driven topic-oriented units: 19 divisions, 9 interest groups, and 2 commissions, which elect leaders annually. AEJMC also has elected standing committees on research, publications, teaching, and professional freedom and responsibility. The organization is led by a president who serves in a four-year leadership ladder, elected as vice president and then serving as president elect, president, and past president. The AEJMC Board of Directors includes the four members of the leadership ladder, chairs of the standing elected committees and the commissions, and others.

### *Conferences, Meetings*

AEJMC holds an annual conference in early August featuring research presentations by faculty and graduate students; panels discussing research, teaching, and professional freedom and

responsibility; and the presentation of a variety of awards, grants, and scholarships. The conference begins with a pre-conference day and continues with four days of meetings, in a convention hotel at locations that rotate among the eastern, western and central areas of the US or Canada.

The staff conference/meetings manager researches annual conference cities, which are generally selected about five years in advance by the membership from among suitable candidate cities. The staff member who has been assistant executive director since 2019 organizes the conference job hub, coordinates the conference paper management system, and designs and produces the conference program. Other staff members also contribute in major ways to organizing the annual conference and attend when it is face to face.

Various divisions and interest groups host two smaller regional conferences, generally in March: the Southeast Colloquium, which has rotated among universities in the Southeast since 1976, and the Midwinter Conference, which once traveled among universities but has been held since 2009 at the University of Oklahoma. In addition, AEJMC's History Division cooperates with the American Journalism Historians Association to host the Joint Journalism and Communication History Conference (JJCHC) each March in New York City. For a number of years, that event has been at New York University.

Before the pandemic, all conferences were in-person. In 2020, the Midwinter Conference was in person, but the Southeast Colloquium and the annual AEJMC Conference, planned for San Francisco, were held virtually, with the former using Zoom and the latter contracting with the conference platform vFairs. In 2021, both the Midwinter Conference (March 5-6), organized by the University of Oklahoma's Gaylord College of Journalism and Mass Communication, and the Southeast Colloquium (March 18-20), organized by the School of Communications at Elon University in North Carolina, will be virtual. Organizers canceled the 2021 Joint Journalism and Communication History Conference.

The AEJMC Board of Directors is considering options for the 2021 annual AEJMC Conference, which was planned for New Orleans.

### *Publications*

AEJMC publishes, through an agreement with Sage, three association-wide, quarterly peer-reviewed journals that all members receive: *Journalism & Mass Communication Quarterly*, established in 1924 and the oldest journal dedicated to its discipline; *Journalism & Mass Communication Educator*, founded in 1958; and *Journalism & Communication Monographs*, started in 1999. The association's Standing Elected Committee on Publications oversees these journals.

The association's divisions and interest groups also publish a variety of peer-reviewed journals, including the *International Communication Research Journal* (started in 1966), *Journalism History* (1974), *Newspaper Research Journal* (1979), *Journal of Public Relations Research* (1989), *Visual Communication Quarterly* (1994), *Communication Law & Policy* (1996), *Journal*

*of Advertising Education* (1996), *Mass Communication & Society* (1998), the *Journal of Magazine Media* (1999), *Journal of Media and Religion* (2002), *Electronic News* (2007), *Teaching Journalism and Mass Communication* (2011), *Community Journalism* (2012), and the *Journal of Public Relations Education* (2015). Some divisions and interest groups also affiliate with, for distribution to members, journals not published by those groups.

The association also publishes a quarterly newsletter, *AEJMC News* (put together by the staff newsletter editor/project manager), which is mailed to members and made available online, and a printed conference program, which contains advertising.

### *Headquarters*

AEJMC and ASJMC are headquartered in Columbia, South Carolina, in a building owned by AEJMC. The building also houses rental space that generates additional income for the association.

### **About ASJMC**

ASJMC, founded in 1917, is a non-profit, educational association composed of some 190 JMC programs at the college and university level. It was formed out of a need for administrators of programs to share ideas, learn together, and promote the value of our disciplines within the academy. The majority of the association's members are in the United States and Canada. ASJMC promotes excellence in journalism and mass communication education. ASJMC works to support the purposes of schools of journalism and mass communication to achieve the following goals:

- To foster, encourage and facilitate high standards and effective practices in the process and administration of education for journalism and mass communication in institutions of higher learning.
- To cooperate with journalism and mass communication organizations in efforts to raise professional standards and promote a public understanding of the role of journalism and mass communication in a democratic society.
- To support and participate in the accreditation process of journalism and mass communication units through the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

ASJMC members are administrators of programs in journalism, public relations, advertising, and mediated communication, both big and small. ASJMC is open to anyone interested in administrative issues, and the group hosts an annual meeting, sessions at the national AEJMC conference, periodic workshops and webinars, and publications that delve into administrative issues of its members.

ASJMC has an elected executive board. The presidents of AEJMC and ASJMC sit on each others' boards to ensure continuity and cooperation among both groups. A portion of the AEJMC staff time is funded by ASJMC.

ASJMC holds a meeting, generally beginning on a Thursday evening and ending on Saturday, in February or March.

## **Duties of the Executive Director**

The executive director works with the boards of AEJMC and ASJMC to oversee all activities of both associations. These duties include:

### *Financial Responsibilities*

The executive director manages all budgets and investments for both associations. As such, the executive director executes all financial decisions made by the boards and has final sign off on spending authority, contracts and other agreements. AEJMC has ample endowed funds and other gift and reserve funds. A portion of these funds are invested, and the executive director works with a contracted investment manager. An appointed Finance Committee advises the board on annual budgets and investment policies. The executive director works with an outside firm to ensure an independent audit is conducted each year. In addition, the executive director ensures that all operations are compliant with federal regulations regarding financial transactions and requirements of not-for-profit organizations. Finally, the executive director works to identify outside funding opportunities to help support the association's activities including grants and philanthropic gifts.

### *Administration of Activities and Projects*

The executive director works with elected leadership and AEJMC staff to administer projects and programs supported by the association. These include association-wide awards, fellowships, and grants as well as conferences and meetings, both virtual and in person. Many association-wide activities are supported by elected and supporting standing committees, whereas others fall more squarely on the central office to coordinate with ad-hoc review and selection committees. Some of these programs include the Institute for Diverse Leadership and the Senior and Emerging Scholar awards (which fund research). In addition, the executive director also works with elected and appointed committees to ensure completion of annual awards, elections, meetings, resource materials, and training of officers and committee chairs.

### *Staff Supervision*

The central office staff currently consists of 8.5 full-time equivalents, including the executive director. The executive director is responsible for the organization of staff duties and positions to most efficiently and effectively carry out the functions to support both AEJMC and ASJMC. Staff supervision includes all hiring, performance reviews, compensation, and benefit analyses. The executive director works in partnership with the staff to carry out board directives. As the leader of the central office, the executive director establishes clear priorities for the staff and works to build a collegial and highly functioning team. The executive director ensures that all staff members have annual training, especially on compliance issues, and works with individual staff members on opportunities for professional development.

### *Group, Volunteer, Membership Liaison*

Elected and appointed board members and committee members are volunteers who rely on the central office to organize activities that allow them to be effective in their positions. The central office organizes elections, appointments, training, and meetings for the volunteer leaders of the associations. The executive director works closely with the president, president-elect, past president, and vice president to help them define and realize platform initiatives. In addition, the executive director annually gathers feedback from association members to share with the board to ensure the association is meeting the needs of its members. Finally, the executive director works with the board to review the structure of the membership subgroups, which are evaluated periodically.

### *Other Duties*

The executive director works with the board and central office staff to chart a direction for the association through robust strategic planning and assessment of activities and programs. Additionally, the executive director oversees promotion, branding, and marketing, represents the association as directed by the board, attends other conferences to identify opportunities and best practices, serves as a liaison with other peer associations, looks for collaborative partnerships, and keeps abreast of best practices in association management through personal professional development.

### *Annual Review*

The executive director will be evaluated annually. A human resources committee appointed by the board of directors will oversee the review, using metrics established by the board and the director to track progress toward goals. In addition, the committee will solicit evaluations from staff, executive board members, and other stakeholders, and submit a written assessment of job performance to the board of directors.

## **Opportunities for Our New Executive Director**

AEJMC is ready to move forward. While the association has evolved in recent years, the academic and professional worlds we serve have also changed at a rapid rate. Sometimes we have kept pace; sometimes we haven't. We stand at a key moment in the history of our association and our discipline. The next executive director of AEJMC will be in a unique position of leadership and will have a strong voice in shaping the future of the organization. .

Our disciplinary boundaries are shifting. We once found a common identity based on the notion of mass communication. The concept no longer resonates, many scholars and teachers believe, in a networked, digital environment. What holds us together is no longer as clear cut as it once was. As a discipline and an association, we look to understand, adapt to, and lead a digitalized world. This opens our discipline to new directions, new collaborations, and new possibilities. We need an executive director who will be visionary, proactive, and collaborative.

AEJMC's elected leadership and staff are ready for a new era of innovation. We want to have the reputation for being the most innovative, effective, and responsive academic association in higher education. We are looking for an executive director who will fully modernize the association and foster a new generation of leadership.

## **Qualifications**

### *Minimum Qualifications*

- A bachelor's degree with 10 or more years of relevant experience or a master's with five years of relevant experience
- Experience in leading or managing at least one organization, preferably a nonprofit;
- Ability to collaborate with faculty and students from various parts of journalism, media, and communication disciplines and to understand their work to make connections with appropriate external organizations;
- Understanding of media and communication as professional fields;
- Understanding of the organization of various types of colleges and universities and the constraints on academic work;
- Ability to interact effectively with government, industry, and other nonprofit leaders;
- Excellent written, oral, and interpersonal communication skills;
- Demonstrated leadership ability; and
- Strong organizational skills.

### *Preferred Qualifications*

- Experience working with foundations, grant authorities, or funding agencies;
- Experience in a non-profit setting;
- Experience in grant writing;
- Experience working with contracts.

## **Application Process**

Submit, in a single PDF file, by **March 1, 2021**:

- An application letter outlining employment history, achievements, and why you would like to lead the associations.
- A CV or resume, with contact information for three to five professional references
- A leadership statement, no longer than two pages, of your vision for AEJMC and ASJMC. Include accomplishments that demonstrate success in leadership, fundraising and/or other attainments.
- A one-page diversity statement on fostering equity and inclusion and engaging with a diverse membership.
- Proof of academic degree needed for hire.

Screening of applicants will begin on **March 1, 2021** and continue until the position is filled.

Completed applications should be sent to [AEJMCEDSearch@aejmc.org](mailto:AEJMCEDSearch@aejmc.org)

For more information, please contact Dr. Tim P. Vos at [AEJMCEDSearch@aejmc.org](mailto:AEJMCEDSearch@aejmc.org)

## **More About AEJMC & ASJMC**

See <http://www.aejmc.org/> & <http://www.asjmc.org/>



**Equal opportunity statement:**

AEJMC-ASJMC is an EO/AA employer. We employ only U.S. citizens and lawfully authorized non-U.S. citizens. All new employees must show employment eligibility verification as required by the U.S. Citizenship and Immigration Services. Members of ethnic minorities, women, are encouraged to apply.