

Associate Professor of Digital Strategic Communication

The School of Communication and Culture at Aarhus University invites applications for the position of Associate Professor of Digital Strategic Communication, based at the Department of Media and Journalism Studies.

The associate professorship is a full-time, permanent position, beginning on 15 October 2026 or as soon as possible thereafter.

The School of Communication and Culture is committed to diversity and encourages all qualified applicants to apply, regardless of their personal background.

The position

The field of media and journalism studies is undergoing significant change, not least due to the intensified digitalisation of culture and society, including the emergence of GenAI, transforming the basic conditions under which mediated content is produced, distributed, used and experienced. The Department of Media and Journalism Studies at Aarhus University is looking for a colleague who can further develop the department's profile in digital strategic communication, strengthen teaching and research in this area internationally, and contribute to the department's focus on innovating and diversifying approaches to research and teaching in digital communication. The successful applicant will strengthen and further develop the department's expertise in digital strategic communication, with clear relevance to the BA and MA degree programmes, and contribute to talent development, international networking and knowledge exchange.

We are looking for an applicant who can demonstrate innovative research analysing current developments in digital strategic communication at an international level. This includes research on political communication, shifts in commercial and public relations campaigns, and the targeted use of communication and social media by private, civic and public actors. Strong and innovative competences in developing digital methods, working with large-scale datasets and applying mixed-methods approaches are highly relevant to the position. Applicants are asked to present a convincing five-year research plan outlining the development of strategic communication research within this position. The plan should focus on ongoing work and reflect current transformations in the field, such as the role and governance of digital platforms as intermediaries; the automation of content delivery, recommendation and audience monitoring; and the targeted use of digital media for the dissemination of information, including AI-generated forms of content.

Research

The Department of Media and Journalism Studies at Aarhus University has a strong international profile and a robust research network. The department participates in three research programmes and hosts several research centres, including the Centre for Media Industries and Production Studies, the Centre for Transnational Media Research and the Centre for Digital Methods and Media.

We are looking for an applicant who can demonstrate research competences in one or more of the following areas:

- digital strategic communication research with a focus on, for example, changing professional cultures and occupational patterns, the effects of platformisation, branding strategies, political campaigning, strategic planning and evaluation methods for stakeholder management, or dynamics of content creation and dissemination
- digital strategic communication across different sectors and in both corporate and non-corporate contexts, for example in political communication, civil society organisations, media organisations, advertising or public information management
- the development of theoretical approaches to the study of digital strategic communication, possibly including the role of state or civic organisations, changing professional cultures, datafication of communication, commercial content creation, commercial uses of social media platforms, patterns of automation in strategic communication, persuasion and audience reception

Application Deadline:
20 April 2026

Institute/Faculty:
School of
Communication and
Culture

Faculty:
Faculty of Arts

Academic contact person:
Kirsten Frandsen
Professor,
afdelingsleder
+4587161964
imvkf@cc.au.dk

Vacant positions:
1

Hours per week:
37

Expected date of accession:
15/10/2025

- skills in applying and/or advancing digital methods in strategic communication research, demonstrated through relevant publications, project reports or research tool design.

We are looking for an applicant who is enthusiastic about developing digital strategic communication as a field of research and teaching within the department and about strengthening the department's existing resources, competences and international profile. The successful applicant will be expected to contribute actively to the department's research community through collaborative research projects with internal and external partners and through participation in applications for external research funding.

Teaching and supervision

We are looking for an applicant with teaching and supervision experience in the field of strategic communication research at the university level.

The successful applicant will be expected to contribute to the department's teaching and supervision activities and to teach and supervise on the department's [Bachelor's](#) (2021), [Master's](#) (2022) and PhD programmes ([ICT, Media, Communication and Journalism](#)). Applicants are asked to indicate in their application which courses at BA and MA level they could teach. The successful applicant will also be expected to apply innovative teaching methods, including the use of artificial intelligence tools and approaches, or digital methods for working with large-scale datasets.

The successful applicant will also be expected to contribute to the ongoing development of curricula and degree programmes within the field of media studies and strategic communication research. In this regard, experience of degree programme and curriculum development at universities or similar institutions will be considered an advantage.

Given the international focus of the degree programmes, the successful applicant will be expected to teach in both English and Danish (international applicants, please see the expectations for Danish in the section "International applicants" below). The successful applicant may also be asked to teach academically relevant courses in other departments within the school.

Talent development

We are looking for applicants with experience supervising students at both BA and MA levels, as the successful applicant will be expected to supervise at both levels. The successful applicant will furthermore be expected to supervise and support the career development of early-career researchers, as well as to recruit and supervise PhD students and participate in the development and implementation of PhD courses within the field.

Knowledge exchange

The successful applicant will be expected to have experience of knowledge exchange, for instance through research collaboration with private companies, government consultancy, collaboration with civil society and the public dissemination of knowledge. The successful applicant will be expected to take advantage of the excellent opportunities to engage in relevant collaborative initiatives with partners inside and outside Aarhus University.

Qualifications

Applicants must hold a PhD degree or document equivalent qualifications in a relevant field related to strategic communication, as well as teaching and research experience commensurate with that attained through an assistant professorship. Applicants must be able to document the following, relevant to the position:

- an internationally orientated research profile, demonstrated by a strong international record of peer-reviewed publications within the field of digital strategic communication
- experience of participation in international research projects, as well as national and international research networks
- experience of collaboration or knowledge exchange with academic and/or professional organisations (e.g. media companies, media boards, policy think tanks or civil society organisations)
- teaching and supervision competences and experience at BA and MA level, including curriculum development documented through a teaching portfolio

- completion of a teacher-training programme designed for university teaching or an equivalent qualification.

Furthermore, it will be considered an advantage if applicants can document:

- time spent abroad working at one or more internationally recognised research institutions
- experience of applying for external research funding or managing externally funded research projects
- contributions to the development of research and teaching methods relevant to graduates' prospective employment in the media and cultural industries, political communication, the platform economy or related fields.

Finally, applicants are asked to provide a research plan (a maximum of five pages) for the next five years, outlining how they see themselves and the department contributing to future research developments within digital strategic communication, including planned or ongoing work relating to academic publications, funding applications or schemes, and collaborations with external and international partners.

Please note that although the application process can be completed in the Aarhus University system without uploading publications or a teaching portfolio, applications that do not include uploaded publications (a maximum of five) and a [teaching portfolio](#) (or equivalent documentation of teaching experience and qualifications) will not be considered.

Although the Aarhus University application system allows you to upload letters of recommendation, please do not include them with your application. Applicants who are invited to an interview may be asked to provide references.

Work environment

Active participation in the department's daily life is a high priority, and we emphasise the importance of strong working relationships among colleagues and with our students. To maintain and further develop the department's excellent teaching and research environment, the successful applicant is expected to maintain a regular, active presence within the department.

We respect the balance between work and private life and strive to create a work environment in which that balance can be maintained. You can read more about [family and work-life balance](#) in Denmark.

International applicants

International applicants are encouraged to read about the [attractive working conditions](#) and other benefits of working at Aarhus University and in Denmark, including healthcare, paid holidays and, if relevant, maternity/paternity leave, childcare and schooling. Aarhus University offers a wide variety of services for international researchers and accompanying families, including a [relocation service](#) and an [AU Expat Partner Programme](#). You can also find information about the [taxation aspects of international researchers' employment by AU](#).

An appointee who does not speak Danish will be required to acquire proficiency in Danish sufficient to manage tasks, including administrative and managerial responsibilities, and to participate fully in the activities of the School of Communication and Culture within approximately three years of commencing the appointment. These include, but are not limited to, reading work-related texts and taking part in meetings and collegial gatherings in Danish.

The department

The place of employment is the Department of Media and Journalism Studies, Helsingforsgade 14, 8200 Aarhus N, Denmark.

Prospective applicants are invited to view the [department's website](#).

School of Communication and Culture

The school is part of the Faculty of Arts. You will find information about the school and its [research programmes](#), [departments](#) and diverse activities on its [website](#).

Contact

For further information about the position, please contact Professor Kirsten Frandsen, Head of the Department of Media and Journalism Studies, by email: imvkf@cc.au.dk. If you need help uploading your application or have questions about the recruitment process, please contact Arts HR support by email: hsi@au.dk.

Qualification requirements

Applicants should hold a PhD or equivalent academic qualifications.

Formalities

- Faculty of Arts refers to the Ministerial Order on the Appointment of Academic Staff at Danish Universities ([the Appointment Order](#)).
- Appointment shall be in accordance with the collective labour agreement between the Danish Ministry of Finance and the Danish Confederation of Professional Associations.
- Further information on qualification requirements and job content may be found in the [Memorandum on Job Structure for Academic Staff at Danish Universities](#).
- Further information on the application and supplementary materials may be found in [Application Guidelines](#).
- The application must outline the applicant's motivation for applying for the position, attaching a curriculum vitae, a teaching portfolio, a complete list of published works, a research plan, copies of degree certificates and **no more than five examples of academic production (mandatory)**.

Please upload this material electronically along with your application.

If nothing else is noted, applications must be submitted in English. Application deadline is at 11.59 pm Danish time (same as Central European Time) on the deadline day.

Aarhus University's ambition is to be an attractive and inspiring workplace for all and to foster a culture in which each individual has opportunities to thrive, achieve and develop. We view equality and diversity as assets, and we welcome all applicants.

Shortlists may be prepared with the candidates that have been selected for a detailed academic assessment. A committee set up by the head of school is responsible for selecting the most qualified candidates. See this link for further information about shortlisting at the Faculty of Arts: [shortlisting](#)

About Arts

The Faculty of Arts is one of Northern Europe's most significant faculties for research and higher education in the humanities, theology and education. Within this broad academic scope, the faculty comprises approximately 700 researchers, 200 PhD students, 9,000 Bachelor's and Master's degree students, and 1,500 further and continuing education students. We believe that the best ideas arise when different perspectives meet – and that research, teaching and innovation are best developed in dialogue with the surrounding society.

You can find more information here: [Faculty of Arts | Aarhus University](#)

The application must be submitted via Aarhus University's recruitment system, which can be accessed under the job advertisement on Aarhus University's website.

Aarhus University

Aarhus University is an academically diverse and research-intensive university with a strong commitment to high-quality research and education and the development of society nationally and globally. The university offers an inspiring research and teaching environment to its 37,000 students (FTEs) and 8.700 employees and has an annual revenue of EUR 1.106 billion. Learn more at www.international.au.dk/