

REFERENCE 089/26-3	EARLIEST START DATE 01.10.2029	PAY GRADE W 2	DEADLINE FOR APPLICATION 21.10.2026
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FACULTY OF MANAGEMENT, GOVERNANCE AND MEDIA

PROFESSORSHIP IN THE SUBJECT AREA AUDIO-VISUAL JOURNALISM AND MEDIA INNOVATIONS

The position is a permanent full-time position.

ABOUT US

Knowledge, action, change: each day, these intrinsically linked values inspire us to meet and tackle the societal and technological challenges of our time. As well as providing the specialists and managers of tomorrow with the interdisciplinary knowledge they will need in their future careers, we seek to advance their problem-solving skills and their awareness of their responsibility in and to the world. With the applied sciences at the heart of all we do, we work hand in hand to create a visionary campus with a positive and enduring effect in Hamburg and the surrounding region.

YOUR ROLE

This professorship represents the areas of Audio-visual Journalism and Media Innovations, including but not limited to artificial intelligence, in teaching and study. It comprises all areas of digital media design and production in theory and practice. Its aim is to prepare students in the Media and Communication (BA) and Digital Communication (MA) programmes for the requirements of an audio-visual media market marked by AI.

Teaching covers journalistic expertise and investigative skills, practical knowledge in the development, production and distribution of innovative media formats, and analytical, systematic and reflective academic skills in the field of journalism. Practical skills taught will focus on journalistic video formats, mobile journalism, podcasting, livestreaming, AI-supported media production and cross-platform forms of audio-visual storytelling.

The professorship will also contribute to further developing the AV laboratory on HAW Hamburg's Media Campus at Finkenau as an experimental production and learning environment. It will support using innovative, sustainable and mobile production environments including open-source tools for audio-visual media production, mobile live-streaming, podcasting and digital journalistic formats using artificial intelligence.

In research, the professorship will raise the profile of the interface between journalism and the use of artificial intelligence and other media innovations. Research may focus on the transformation of journalistic investigative, design and production processes by AI, new forms of audio-visual storytelling, the role of social and political communication, questions of journalistic quality and credibility, and the democratic impact of automated media production. The professorship will play an active part in interdisciplinary research networks and contribute to attracting third-party funding.

The professorship will strengthen knowledge and technology transfer between the university, the media and society. It will initiate collaborations with media companies, editorial departments, AI start-ups, platform providers, public institutions and civic organisations, especially in the Hamburg metropolitan area. In joint projects, real-life laboratories and by using innovative teaching formats, it will promote the exchange between academia and practice, strengthen job bridging, and support the development of forward-thinking journalistic applications.

Moreover, the professorship will contribute to the public visibility and profile of the Faculty of Management, Governance and Media as an innovative actor in the areas of media and artificial intelligence.

YOUR PROFILE

You will have a degree in communication studies or journalism.

You will also provide evidence of your aptitude for academic research by having completed a qualified doctorate in communication studies or journalism.

You will have several years of practical professional experience in the subject areas relevant to the professorship and to be reflected in teaching and research, in a field of work of multi-media journalism and audio-visual media production. In your professional practice, you will also have systematically tested AI applications for journalistic investigative, design and production processes, and consolidated and developed your academic knowledge and methods in the subject areas mentioned.

You will have a proven academic expertise and several years' practical professional experience in audio-visual journalism. In particular, we expect you to have:

- a sound knowledge of journalism and its social significance;
- working experience as a journalist in innovative design, production and distribution of audio-visual media formats;
- practical experience in the areas of mobile journalism, podcasting, live-streaming and cross-platform storytelling;
- journalistic competence in using professional AV technology and mobile and open-source production environments;
- knowledge of current developments in the use of artificial intelligence and other media innovations in journalism;
- the ability to assess artificial intelligence and media innovations in society in the context of communication studies.

You will have a recognisable research profile at the interface of journalism and areas of innovation in social communication. In particular, we expect you to have:

- academic publications in relevant research areas;
- the ability to develop innovative research questions in the area of social communication.

The following will also be an advantage:

- experience in carrying out independent research projects;
- experience in interdisciplinary research and academic networking on AI and media innovations;
- proven successes in attracting third-party funding or a recognisable potential for acquiring research funding;
- a willingness to collaborate in academic networks and to support junior researchers.

You will be able to show a strong ability for research-based and practice-oriented teaching in bachelor's and master's programmes. In particular, we expect you to have:

- experience of teaching in higher education;
- didactic skills in teaching theoretical, methodological and practical content;
- the ability to link reflection in communication studies with journalistic media practice;
- experience in using project-oriented, research-oriented and skills-oriented teaching formats;
- the ability to supervise students' media and research projects;
- a willingness to develop innovative teaching and learning formats, especially by integrating AI-based tools;
- the ability to foster independent, critical and reflected thinking in students, particularly with regard to the use of AI in journalism, its risks and potentials;
- a sound command of spoken and written English (including in technical language) is essential;
- you will be familiar with collaborations in international and intercultural contexts and practice equality and diversity in your working methods;
- a willingness to take on academic administrative duties at the programme, faculty and university level is essential. It will be possible and desirable for you to take part in an interdisciplinary research programme.

INFORMATION

For appointment as a professor, as well as the general staff requirements, the appointment requirements in accordance with Section 15 Para. 1-6 of the Hamburg Higher Education Act (HmbHG) also apply. These can be read on our [website](#).

This includes the willingness to participate in the self-administration committees of the Hamburg University of Applied Sciences as well as a choice of residence in proximity to the university.

The denomination of the vacant post is under the caveat of assessment at appropriate intervals in accordance with Section 12 Para 7 HmbHG.

As well as the basic salary of grade W2 and basic performance benefits, a provision of appointment performance benefits is also possible which can be negotiated with the university president. In addition, there is also the possibility of granting a bonus from third-party funds.

Candidates who have not yet reached the age of 52 at the time of appointment may be appointed as tenured officials, otherwise the employment relationship is that of a standard employee.

HAW Hamburg [Current Status of Selection Processes](#) provides information on the status of all ongoing professorial recruitment procedures.

OUR OFFER

We offer you challenging work in an open-minded, forward-thinking university. You will be integrated into a team who enjoy your participation and are happy to support you in the early stages of your integration. Your workplace is centrally located and has very good public transport links.

WE LOOK FORWARD TO RECEIVING YOUR APPLICATION

Hamburg University of Applied Sciences is committed to ensuring teaching excellence. Candidates are asked to enclose all important documents relating to their teaching experience in their application. In addition, they are requested to include a brief curriculum vitae along with the usual application documents. You can find a form online.

The Hamburg University of Applied Sciences is committed to creating a gender-equitable, discrimination-conscious, and diversity-sensitive university culture and work environment. Audited as a "family-friendly university" and certified "Shaping Diversity," we support the compatibility of family and career and actively promote equal opportunities as well as the recognition and appreciation of diversity. Incorporating these values is an important part of our teaching and leadership approach.

We therefore encourage applications from people regardless of their gender identity, ethnicity, religion, age, sexual orientation, or disability. Furthermore, we strongly encourage qualified women to apply.

Notice on routine inquiries pursuant to Section 34a of the Hamburg Security Clearance Act (HmbSÜG): HAW Hamburg will submit an inquiry to the State Office for the Protection of the Constitution for any information held there concerning the person selected in the selection process if the legal requirements for such an inquiry are met ([Information on Routine Inquiries](#) and [Privacy Notice](#)).

[Information for severely disabled persons and persons with equivalent status, as well as further information from HAW Hamburg](#)

Apply now

CONTACT INFORMATION

If you have questions about the job posting, please contact
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If you have questions related to procedural matters, please contact
Andreas Schulz, T + 49 40 219 04-2193, berufungen@haw-hamburg.de

**Because you can
make a difference.**