

JOB DESCRIPTION & PERSON SPECIFICATION	
Job Title: Programme Director: Marketing and Branding	Salary: £51,052 - £61,667 pa
Contract Length: Permanent	Hours/ FTE: 1.0
Grade: 7	Location: 20 John Princes Street, London, W1G 0BJ
Accountable to: Dean of School	College/ Service: London College of Fashion / Fashion Business School
Purpose of the role To be responsible to the Dean/Director /Associate Dean of the School for: <ul style="list-style-type: none"> • The academic leadership and management of the Programme courses, including the maintenance and enhancement of standards and responsibility for the design, development and delivery of the curriculum • The day to day management of the Programme including all areas of learning, teaching and assessment of students as well as resource management. • The observation and implementation of the policies and procedures of the University and the College. 	
Duties and Responsibilities In consultation with academic, administrative, managerial and technical colleagues (as appropriate) to: <p>Academic</p> <p>Provide the academic mission of the Programme and its implementation, as an active participant within the University and College committee structures.</p> <p>Operate in conjunction with the appropriate Course Leader to ensure that each constituent course within the Programme has a clear and compelling vision, agenda for development, and strategy for the maintenance and enhancement of quality.</p> <p>Build relationships between subjects and courses both within and outside the Programme</p> <p>Work with relevant colleagues to initiate, develop and manage research activities within the Programme consistent with the research strategies of the University, College and School.</p> <p>Quality Management and Enhancement</p> <p>Ensure the effective monitoring of the courses within the Programme and lead enhancement activities in liaison with Course Leaders and relevant Deans/Associate Deans</p> <p>Contribute to, and where appropriate lead on all relevant processes of course, programme, and framework development and review by the University, external agencies and professional bodies in liaison with relevant Deans/Associate Deans.</p> <p>Reflect critically upon all aspects of the Programme's design and operation, developing and implementing new learning strategies, maintaining knowledge of and encouraging the incorporation of new developments and technologies.</p> <p>Analyse data on student progression and achievement across the Programme with a view to identifying issues and trends and formulating appropriate action in response.</p> <p>Contribute to the work of the academic committees of the University and, where appropriate, act as</p>	

Chair.

Curriculum Design, Content and Organisation

Assume responsibility within the Programme for ensuring that the curriculum is relevant, current and consistent with the mission of the Programme and the vision for its courses.

Assume responsibility within the Programme for negotiating, with Dean and College Management Teams, resource allocations in order to ensure the curriculum is organised and delivered effectively in relation to the learning styles and developmental stages of the students concerned.

Learning, Teaching and Assessment

Assume responsibility for ensuring that the learning (teaching and assessment) methods employed on the Programme are appropriate to the academic standards and the demands of the subject/s and the learning styles and developmental stages of the students.

Assume responsibility for ensuring the planning and management of the assessment processes for the courses within the Programme, that they are compliant with University policy and ensuring that students are given constructive and timely feedback that helps them improve

Prepare for and support the operation of Boards of Examiners including attending boards and sub boards as appropriate

Assume responsibility for ensuring prompt and effective responses are provided to assessment appeals by students within the Programme

Student Support and Guidance

Ensure the correct delivery of the University Admissions Policy by the constituent courses of the Programme

Ensure effective liaison with and organisation of student representatives across the Programme

Assume responsibility in conjunction with Course Leaders for ensuring that resources are used effectively in relation to the support, guidance, academic development and pastoral care of students, fulfilling the policies and procedures of the University and the College, utilising appropriate channels and media.

Assume responsibility in conjunction with Course Leaders for ensuring that information provided to students on courses within the Programme is current, accessible and consistent.

Contribute to information provided to students by the University and College

Assume responsibility within the Programme for ensuring the maintenance of standards in accordance with the agreed UAL student charter.

Assume direct responsibility within the Programme for responding effectively to student complaints

Student Progression and Achievement

In liaison with the Academic Administration Coordinator/Programme Manager, assume responsibility within the Programme for ensuring that student records are maintained which are current, accurate and constructive.

Managerial

Contribute as a member of the Senior Management Team, assisting the Dean (and Associate Deans) in the continuous development, strategic planning and review of the direction and delivery of programmes and courses and College's activities.

Deputise for the Dean/Associate Dean as delegated.

In consultation with HR, be responsible within the Programme for the performance management of academic staff within the Programme

In consultation with academic, administrative, managerial and technical support colleagues ensure quality, consistency and clarity of course delivery.

Work with Course Leaders to recruit, lead, manage and support the academic staff responsible for the delivery of courses within the Programme, setting, promoting and maintaining appropriate educational and professional standards of good practice in all aspects of course organisation, administration and delivery

Work with colleagues across the College to ensure the highest possible standards of student experience in terms of:

- Course promotion (provision of material, contribution to open days and other recruitment activities on – and off-site)
- Student progression
- Student recruitment
- Student induction
- Learning support
- Disability support (only in respect of signposting to students and staff how appropriate professional support can be accessed)

Produce reports and management information as required

Undertake health and safety duties and responsibilities appropriate to the role and in accordance with University policies and procedure.

Entrepreneurship and Enterprise

Promote a culture of enterprise within the Programme and amongst the student and staff community

Operate in a collegiate manner in liaising with appropriate colleagues (i.e. Course Leaders, Enterprise Units & Development Team) in order to contribute to the income generating and related sponsorship activities of the University and College in areas that are directly related to their Academic Programme and areas of specialism.

Professional

Establish and maintain appropriate dialogues and relationships with the subject community (academic, governmental and commercial) and its audiences, nationally and internationally, continually updating knowledge of national academic developments, subject and skills, and relevant industrial and technological developments for the benefit of the Programme, its courses, colleagues and students.

Undertake research and/or professional practice to maintain your subject currency as part of own continuing professional development to ensure you maintain your position as a leader in your field, actively promoting and contributing to the professional and research profile of the Programme, as an individual and through research groups and / or consultancy projects

Support and contribute to the Programme, School, College and University's external profile

Make a constructive contribution to the development of the broader academic and cultural direction of the College as required

Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work

Makes full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness

Conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations

Perform such duties consistent with the role as may be assigned from time to time, anywhere within the University

Key Working Relationships:

- Senior managers
- Managers at same level
- Academic staff managed
- External partners
- Students

Specific Management Responsibilities:

Programme Budgets:

- Established Staff
- Associate Lecturer/Visiting Practitioner budget
- Consumables budget
- Project budgets

Programme Staff:

- Course Leader/s; Research Leader
- Other Established academic staff

Other (e.g. accommodation, equipment):

To ensure appropriate staff are taking action where following are in need of repair or maintenance:

- Academic office(s) and associated equipment, fixtures and fittings
- Studio(s) and associated equipment, fixtures and fittings

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Person Specification	
Specialist Knowledge/Qualifications	Undergraduate degree in subject area
	Postgraduate degree in subject area is desirable
	PhD in subject area is desirable
	Teacher training qualification is essential
	Membership of a professional body is desirable e.g. CMI, CIM, ACCA etc
Relevant Experience	Working at a senior level in the Fashion Industry
	Leader of a major UG or PG course is desirable
Communication Skills	Communicates technical or specialist ideas or information persuasively adapting the style and message to a diverse audience in an inclusive and accessible way
Leadership and Management	Motivates and leads a team effectively setting clear objectives to manage performance
Research, Teaching and Learning	Applies innovative approaches to course leadership, teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity
	Applies own research to develop learning and assessment practice
Professional Practice	Contributes to advancing professional practice/research or scholarly activity in own area of specialism
Planning and managing resources	Effectively plans and manages operational activities or large projects to achieve long term

	objectives
Teamwork	Builds effective teams, networks or communities of practice and fosters constructive cross team collaboration
Student experience or customer service	Makes a significant contribution to improving the student or customer experience to promote an inclusive environment for students, colleagues or customers
Creativity, Innovation and Problem Solving	Identifies innovative solutions to problems to bring a wider benefit to the organisation

Last Updated: 23/11/2017