



ASSOCIATE DEAN

**STUDENT EXPERIENCE**

CANDIDATE PACK | JULY 2019

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of fashion



## London College of Fashion

### Associate Dean, Student Experience

#### Executive Summary

University of the Arts London is made up of six renowned Colleges, each with its own world-class reputation. Their state-of-the-art facilities include workshops with letterpress machinery, studio theatres and gallery space, as well as libraries and archives for research into hundreds of years of the greatest artists and designers.

London College of Fashion (LCF) is one of the foremost centres of fashion education in the world, consistently regarded as one of the world's top five fashion schools by most ranking tables. It has been leading international fashion education from the start, partnering with institutions in countries all over the world delivering opportunities, specialist courses and the chance for students and staff to exchange knowledge and cultural value. The College's strategic relationships support an ever-evolving global fashion industry worth billions.

They are now looking for an Associate Dean, Student Experience to lead the enhancement of the student experience across the College, focussing on the College's academic provision, student engagement and communication.

Candidates will have a proven track record of academic leadership and innovations in cross-disciplinary teaching and learning alongside experience of shaping and influencing academic developments within Higher Education. They will also need to showcase their ability to champion and respond to the student voice in the development of opportunities both within and beyond the curriculum.



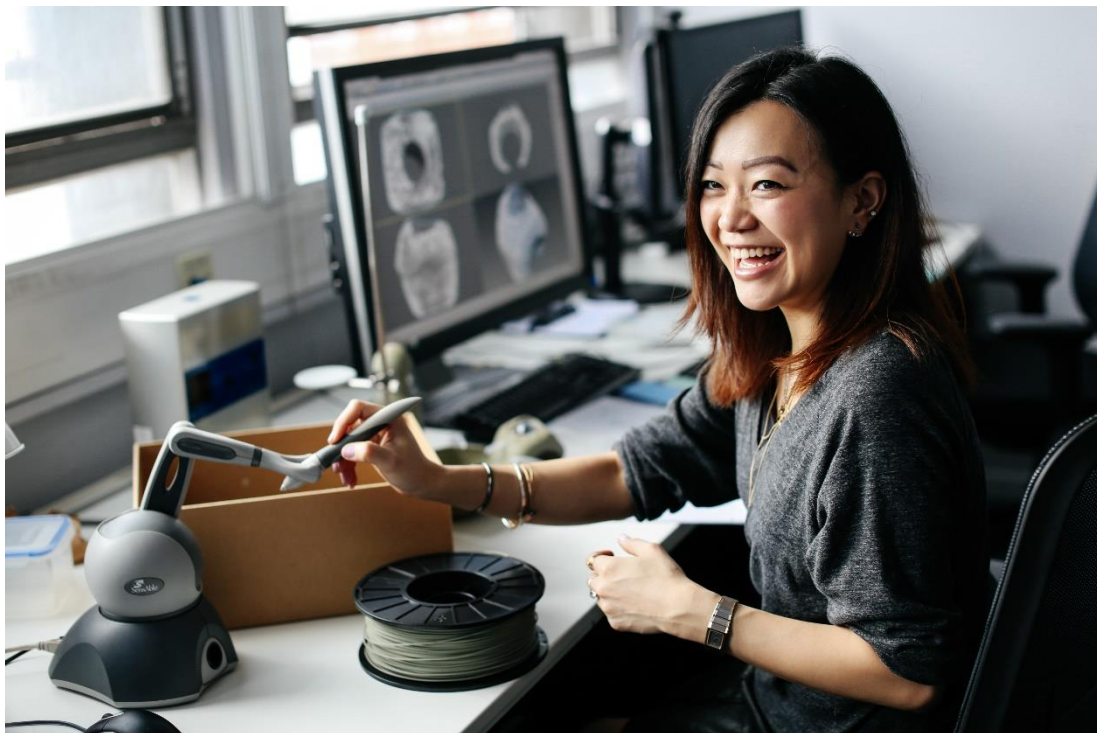
## Organisation

### University of the Arts London

University of the Arts London is a vibrant world centre for creativity and innovation, drawing together six Colleges with international reputations in art, design, fashion, communication and performing arts:

- Camberwell College of Arts;
- Central Saint Martins College of Art and Design;
- Chelsea College of Art and Design;
- London College of Communication;
- London College of Fashion;
- Wimbledon College of Art.

Located within London, the Colleges are at the heart of their respective communities. Drawing on and contributing to the local culture, they foster closely-knit and welcoming environments in which to work and study, supported by all the resources of the larger University and the wider arts community. The Colleges offer the University's 18,500 students a diverse range of courses at all levels from foundation and undergraduate to postgraduate and research. The University's 1,228 teaching staff, as active professional artists, practitioners, designers, critics and theorists, lead the way on creative and experimental practice alongside historical and theoretical analysis. The combination of a varied student group, cutting-edge research and highly experienced staff creates a unique, multifaceted learning experience for students at the University.



## London College of Fashion

The College began in 1906 when the Shoreditch Technical Institute Girls School and later the Barrett Street and Clapham Trade Schools opened and began training young girls in the art of dressmaking, millinery, embroidery and hairdressing. Since then, LCF has seen tremendous change both within the College and across the industry.

The College is extremely proud to be a global leader in fashion education, research and consultancy. It offers over 60 undergraduate and postgraduate degrees and 165 short courses in all things fashion, from business to design and fashion curation. Staff and students use fashion alongside cultural and historical practice to challenge social, political and ethical agendas. Much of its success is down to its dedicated people, and you will play an important role in shaping the next generation of creative professionals, and impact on the future of so many creative industries.



This is a compelling time to join the College as it embarks on an exciting journey over the next four years and beyond. By 2022, the College will move to the Stratford Waterfront, as part of a new cultural hub in the Queen Elizabeth Olympic Park.

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## Values

### **Fashion shapes lives**

Fashion can change lives. Through teaching, specialist research, and collaborative work, they empower their students to think differently, using fashion to examine the past, build a sustainable future, and improve the way we live.

### **Fashion means business**

Through inspirational teaching they nurture the next generation of creative leaders and thinkers who work in responsible, analytical and ingenious ways. Their strategic commercial partnerships support local and global enterprise. Students benefit from their connections with industry and so does industry.

### **Fashion tells stories**

They nurture every student's distinctive voice, teaching them how to challenge and define the future of fashion through cutting-edge media approaches across all channels: broadcast, print, digital, interactive, experiential and experimental.

### **Fashion makes style**

In design, they teach a combination of heritage and radical thinking. Craftsmanship and new technology. Engineering and in-depth design research. They teach innovative ideas first and then innovative practice to bring them to life.

## Research at LCF

Research at LCF thrives within the College's unique specialist and transdisciplinary environment and is supported and resourced by dedicated research facilities such as those provided by cosmetic science and digital laboratories, Fashion Space Gallery (FSG), world-class library and archive.

LCF hosts two world-leading UAL Research Centres: [Fashion Curation](#) and [Sustainable Fashion](#); the [Digital Anthropology Lab](#) and seven Research Hubs including one that supports the activity of approximately 70 PhD students. Research spans practice and theory in design, performance, curation, artefact, psychology, cosmetic science, social science, sustainable and material practices, creative business and management, digital production and communication; film, media and cultural studies. In 2022 LCF is moving to the Queen Elizabeth Olympic Park (QEOP) in Stratford, and is a co-founder of the [Global Disability Innovation Hub](#), with Stratford East partners, UCL, Loughborough London, Sadlers' Wells and the V&A. Their newly formed Centre for Fashion Business and Innovation Research aims to influence through economic, cultural and societal impacts, the future role of fashion business in the global creative economy.

As one of six UAL colleges, LCF contributed to the Research Excellence Framework (REF 2014), where UAL's research was assessed as being 83% World Leading and international. It is first in the Power ranking for Art and Design: History, Practice and Theory. LCF research feeds directly into the University of the Arts London Research Strategy.







## Role Description

The Associate Dean, Student Experience will be academic lead for the enhancement of the student experience as it relates to the organisation and management of the College's academic provision, student engagement and communication.

Ahead of the move to Stratford they will lead a work stream of activity to enhance the student experience in alignment to UAL Academic Strategy and projects and the 4Fashion project.

They will also work closely with the LCF Schools and Associate Dean of Teaching, Learning and Enhancement to identify developments to support improved student attainment, retention, continuation as well as improving the College's student satisfaction metrics at both undergraduate and postgraduate levels.

## Duties and responsibilities

### Leadership and Management:

- leading the development and implementation of the College's plans for improving the student experience, providing guidance on the alignment of ambition, expectation and resources to the greatest effect;
- contributing to the development of the University's strategies for enhancing the student experience and engagement of students;
- embedding equality, diversity and inclusivity in all approaches to the enhancement of student experience and leading the implementation of an inclusive curriculum;
- contributing to University initiatives and promoting good practice in the organisation and management of the student experience, the engagement of students and equality, diversity and inclusivity;
- leading the College's work in ensuring the accurate and clear articulation of course provision to applicants and students (e.g. KIS, course descriptions, Unit briefing, etc.);
- providing oversight to LCF Executive for University Student Survey (USS)/ NSS & PTES responses and Unit Evaluations; identifying key issues and action points as well as development /improvement strategies. Coordinating and supporting academic staff in the implementation of recommendations;
- providing oversight to LCF Executive for DLHE and employability metrics, identifying key issues and action points as well as development /improvement strategies. Coordinating and supporting academic staff in the implementation of recommendations.

### Enhancement of student experience:

- identifying issues emerging from national and University student surveys relating to course organisation, management and communication, and formulating action plans in response to these issues;
- identifying and evaluating good practice in course organisation, management, inclusivity, communication and student engagement, and promoting its adoption across the College;
- monitoring student complaints, appeals and extenuating circumstances claims with a view to identifying recurrent issues requiring a systemic or structural response and coordinating action with relevant colleagues;
- working with colleagues in cross college groups or with specific course and programme teams in improving practice in course organisation and management, student engagement and inclusivity;
- working in partnership with students directly and through the Students' Union to promote their engagement in the continuous improvement of their experience of the wider College and University;

- encouraging the use of digital tools in course organisation, management and communications where they lead to greater efficiency, effect or improved experience;
- contributing to the delivery of College-wide staff development in relation to student experience, student engagement, communication and inclusivity;
- contributing to the improvement of applicants' pre-arrival experience, and of students' orientation and induction;
- leading and managing the internationalisation of the curriculum, ensuring the accessibility of course programmes for international students and liaising with academic staff to achieve this (in particular Programme Directors and Course Leaders);
- leading the development and implementation of the Creative Attributes Framework (CAF) in relation to learning outcomes and assessment strategies both in the context of LCF assessment/attainment data and innovations in teaching and learning practice;
- chairing College committees or groups related to student experience and represent LCF at relevant UAL committees and meetings.

#### General:

- undertaking teaching which draws on your own areas of specialism to ensure you maintain current experience of learning and assessment, and that you are providing examples of good practice to colleagues;
- contributing to the effective leadership and efficient management of the College by being an active member of College management teams appropriate to your area of responsibility;
- undertaking health and safety duties and responsibilities appropriate to the role;
- personally contributing towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022);
- working in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work;
- undertaking continuous personal and professional development, and to support it for any staff you are managing through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities;
- making full use of all information and communication technologies to meet the requirements of the role and to ensure you are promoting organisational effectiveness;
- conducting all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.

#### Key Working Relationships:

- Dean of Academic Strategy;
- Pro Vice Chancellor /Head of Colleges;
- School Deans and Associate Deans;
- LCF Executive Group;
- Associate Deans for Learning & Teaching & Enhancement;
- Academic Enhancement lead;
- Associate Dean of Research;
- HR Business Partner and the HR team.





## Person Specification

The successful candidate will be expected to demonstrate evidence of the following skills, capabilities and experience:

- Postgraduate qualification in related subject or equivalent professional experience;
- knowledge of educational pedagogy and current issues in FE, UG, PG and Research;
- experience of shaping and influencing academic developments within Higher Education;
- proven record of academic leadership and innovation in cross-disciplinary teaching and learning;
- experience of reviewing areas identified for improvement and proactively leading the development of an inclusive and coherent curriculum;
- proven record in championing and responding to student voice in the development of opportunities both within and beyond the curriculum;
- experience of academic management and programme development to ensure inclusivity of the academic offer to facilitate progression across all levels;
- communicating in a compelling, influential and inclusive way, adapting the style and message to a diverse internal or external audience;
- motivating and leading a team effectively, setting the direction of one or more functions, promoting collaboration across formal boundaries;
- fostering an environment that embraces change, helping others to accept new ideas and make change happen;
- applying innovative approaches in leading academic programmes, teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity;
- applying own research to develop learning and assessment practice;
- contributing to advancing professional practice/research or scholarly activity in own area of specialism;
- effectively planning and managing operational activities or large projects to achieve long term objectives;
- building effective teams, networks or communities of practice and fosters constructive cross team collaboration;
- making a significant contribution to improving the student or customer experience and promoting an inclusive environment for students, colleagues or customers;
- identifying innovative solutions to problems to bring a wider benefit to the organisation.





## Appointment Details and How to Apply

London College of Fashion is being assisted in this appointment process by the executive search firm Society.

Applications should consist of a CV, ideally accompanied by a brief covering letter addressing the criteria in the Person Specification. To upload these documents via Society's website, [click here](#).

**The deadline for receipt of applications is midday (BST) on Monday, 2 September 2019.**

Shortlisted candidates will be invited to interview with London College of Fashion on Monday, 23 September 2019.

An appointment will be made subject to receipt of satisfactory references. The appointed candidate will be offered a salary that is commensurate with their experience and the seniority of their new role.



## Photo Credits

- 1 **Irvine Bartlett - Reclaiming Utopia** *BA18 Fashion Photography 15*;
- 2 James Owen, *BA (Hons) Fashion Imaging and Illustration, London College of Fashion, UAL. Photograph by Alys Tomlinson*;
- 3 Fiona Fung, *MA Fashion Futures, London College of Fashion, in the Digital Anthropology Lab, 2018. Photograph by Alys Tomlinson*;
- 4 LCF MA18 Costume Design for Performance show at Sadler's Wells. **Photograph by Emmi Hyypä**, *MA Fashion Photography*;
- 5 *MA Fashion, Vogue100@National Portrait Gallery April 2016* ph-@AsiaWerbe-designer **Emma Bergamin Davys**;
- 6 *BA (Hons) Fashion Imaging and Illustration, London College of Fashion, 2018. Illustration by Guhee Kim*;
- 7 MSc Cosmetic Science class, London College of Fashion 2015. **Photography by Hanna Puskarz**, *BA (Hons) Fashion Photography*;
- 8 Fashion Business School showcase at Old Spitalfields Market, 2019. **Photography by Katy Davies**
- 9 LCF Library and Archives at John Princes Street.