JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Lecturer in Graphic Branding and Identity	**Accountable to**: Course Leader, MA Graphic Branding and Identity
Contract Length: Permanent	**Hours per week/FTE:** 22.2/0.6
Salary: £23,216.40-£27,853.80 (pro rata £38,694-£46,423)	**Grade**: 5
College/Service: LCC	**Location**: Elephant & Castle

Purpose of role

The Lecturer in Graphic Branding and Identity will be responsible for teaching, curriculum development, and on-going scholarship on the MA Graphic Branding & Identity course. This course is part of the Branding & Design Innovation programme within the Design School at London College of Communication. The post-holder will work collaboratively within a course team, deploying specialist expertise to develop pedagogy and the curriculum in innovative and critical directions.

The post-holder will be expected to undertake:
- As part of the teaching team, delivery and development of a distinctive approach to graphic branding units content at postgraduate level.
- Contributing to and take responsibility for the student-centred learning, teaching and assessment delivery, providing academic and pastoral support as necessary, monitoring student progress, supporting student transition into postgraduate study, and maintaining appropriate records.
- Pedagogic and curriculum development that stimulate thought and practice that challenge the canon of branding with the aim of promoting diversity and inclusivity.
- Unit design and delivery that expands the capacity of the course to support students in the development as branding practitioners, promoting diverse voices and questioning normative systems such as race, privilege etc.

This responsibility is of immediate strategic importance and may develop or change in the light of new priorities.

The post-holder is expected to uphold and implement the policies and procedures of University of the Arts London and the College.

Duties and responsibilities

Teaching:
- To undertake student-centred teaching as appropriate to your areas of expertise and the subject areas of the Course, Programme or College.
- To stay abreast of research and other developments in branding and emerging technologies education and to ensure that these developments are reflected in the curriculum in consultation with colleagues and within the structures and mechanisms established by the University and the College.
- To extend the level of subject expertise and critical understanding on the Course so as to keep the curriculum at the forefront of creative and professional practice and relevant to a diverse and international range of students.
- To conduct assessment, formative and summative, which is rigorous, fair and clear and complies with the policies established by the University and the College.
- To provide both academic and pastoral support to students, monitoring progress and attendance, and maintaining appropriate records.

Professional

- To initiate or engage in pedagogic inquiry and teaching development as required with the specific focus of improving student engagement and learning journey.
- To participate in the engagement of students in feedback processes, and in consultation with the course team and course leader, respond to the issues raised through this engagement.
- In consultation with the Course Leader, to liaise with other staff to enhance and extend the educational and creative links between the Course and other courses across the Programme, College and University.
- To undertake scholarly activity (including research, knowledge exchange or teaching) relevant to the subject of branding challenging normative discourses around race, gender, privilege, climate emergency and responsible design
- To contribute to the devising and delivery of activities (including income generation) which will benefit students' educational experience and graduate outcomes.

Quality, Management and Enhancement
- To contribute to strategic planning in relation to the course/programme in areas such as student recruitment, the deployment of resources, research and knowledge exchange
- To contribute to the monitoring of the quality of teaching and learning through continuous course monitoring and to contribute to quality, management and enhancement activities across the School, College and University.
- To be a member of the Course Committee of the Course and of such other committees, including other course committees and examination boards, as the Dean of School or Head of College require.

General
- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University
- To undertake health and safety duties and responsibilities appropriate to the role
- To work in accordance with the University's Staff Charter and Dignity at Work Policy, promoting equality, diversity and inclusion in your work.
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities
- To make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness
- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).

Key Working Relationships: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Students
- Course Leader & Course Team including Hourly Paid Lecturers
- Programme Director
- Associate Deans
- Programme Administration Manager
- Technical Staff
- Student and Academic Support
- Language Centre
- Counselling Service

Specific Management Responsibilities:
Course Staff:
- Associate Lecturers / Visiting Practitioners

Signed:

N. Sadowlis

Job Title: Lecturer in Graphic Branding and Identity   Grade: 5

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria

Specialist Knowledge/Qualifications	Relevant qualification at undergraduate and postgraduate level in Graphic Branding or a closely related discipline (Graphic Design, Visual Communication Design, Creative Direction, Brand Management) or equivalent experience	A
	Specialist knowledge and familiarity with graphic design principles and branding principles and practices within culturally defined contexts	A
	Specialist knowledge of experimental graphic and branding practices/processes and familiarity with emerging technologies in relation to brand design	I
	Wide ranging and relevant cultural and contextual knowledge and its application to branding practice.	I
	Knowledge of graphic branding subject specific research in an academic environment (desirable)	A
	PhD or Higher level research degree (desirable)	A
	Teaching qualification (PG Cert or equivalent). (desirable)	A
	Fellowship of the Higher Education Academy (desirable)	A
Teaching	Experience of teaching & assessment in a higher education environment with particular focus on postgraduate delivery (permanent, fractional, or hourly paid contract), particularly in supporting students transition into postgraduate study.	A
	Applies an inquiring, innovative, student-centred and reflexive approach to teaching	A
	Considers equality, diversity and inclusivity in all aspects of teaching and assessment	I
	Shows commitment to understanding the range of students' experiences within a course.	I
Leadership, management and teamwork	Collaborates and works effectively within team and across different professional groups	I
	Works effectively and respectfully with a wide range of people	I

Research, Knowledge Exchange and Professional Practice	Evidence of research, knowledge exchange and/ or professional practice that contributes to the advancement of graphic branding and is relevant to the goals of the Programme, College and University	I
	Evidence of using contacts within subject peer group to develop partnerships or collaboration	A
Planning and managing resources	Plans, prioritises and manages resources effectively to achieve objectives	I
Communication Skills	Communicates effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way	A
	Uses appropriate levels of IT skills to enable best use of available information and communication to support learning and organisational effectiveness as necessary for the post.	A

Last Updated: 12/01/2021

HERA Ref - 001237