

JOB DESCRIPTION AND PERSON SPECIFICATION

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| Job Title: Lecturer in Consumer Insights | | Accountable to: Programme Director: Fashion Business |
| Contract Length: Permanent | Hours per week/FTE: 0.6 | Weeks per year: AYR |
| Salary: £37,265 - £44,708 pro rata pa | | Grade: 5 |
| College/Service: London College of Fashion | | Location: 27 High Holborn, London, WC1V 7EY |

Purpose of Role:

To undertake teaching, unit management, curriculum development, student pastoral support and research in Fashion Marketing.

To enhance student learning and attainment by offering high quality innovative teaching and learning support.

Duties and Responsibilities:

- To undertake a teaching programme, providing both academic and pastoral support to students, monitoring progress and attendance and maintaining appropriate records.
- To contribute to lesson planning, teaching, assessing, course review and curriculum development.
- To support and extend the School's existing links with those in professional practice and related industries as appropriate to the development, maintenance and delivery of teaching programmes.
- To contribute to scholarly activity and or professional practice both individually and through appropriate subject related groups.
- To maintain a professional level of subject expertise by being aware of relevant industrial and technological developments in the field.
- To attend course related meetings and examination boards as required.
- To provide support for the Course Leader in the management of the programme of teaching and assessment in Fashion Marketing
- To support the process of reviewing Fashion Marketing units and contributing to the identification and validation of new units.
- To fully utilise University and other information and communication technologies in order to facilitate and enhance students' learning experiences and organisational effectiveness.
- To take responsibility as year tutor for student groups as required.
- To undertake general course management responsibilities including assessment, admissions and placements.
- To liaise with Course Directors, Hourly Paid Lecturers and Technicians to ensure quality and consistency of delivery across all courses.
- To support the Course Leader in the planning and development of the curriculum and teaching programme for Fashion Marketing
- Undertake planned internal verification of assessments, providing feedback and guidance on best practice to tutors.
- Secure productive contacts and links with external organisations, employers and agencies that will benefit students on and provide further opportunities for income generation and sponsorship.

- To engage in regular monitoring and review of the quality of the teaching and learning provision in accordance with the procedures of the University.
- 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 Equal Opportunities Policy and the Staff Charter, promoting equality and diversity 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 in adherence to data protection policies 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.

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

- Course Leader – Fashion Marketing
- Programme Director – Business
- Subject specialist- Fashion Marketing

Specific Management Responsibilities

Budgets: None

Staff: None

Other (e.g. accommodation; equipment):

Signed _____ Date of last review _____

(Recruiting Manager)

Job Title: Lecturer in Fashion Marketing

Grade: 5

Person Specification

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| Specialist Knowledge/ Qualifications | Relevant qualification i.e. UG Degree in Marketing or where Marketing is a major element |
| | Post Graduate Degree in Marketing |
| | PhD is desirable |
| | Teaching qualification is essential |
| | Membership of Chartered Institute of Marketing is desirable |
| Relevant Experience | Experience of working as a senior level in Fashion Marketer or experience of lecturing in Marketing |
| Communication Skills | Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way |
| Leadership and Management | Works effectively within a team and as an individual to achieve set objectives as a performance measure |
| Research, Teaching and Learning | Applies innovative approaches in teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity |
| | Applies own research to develop learning and assessment practice |
| | Research profile in Fashion Marketing is desirable |

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| Professional Practice | Contributes to advancing professional practice/research or scholarly activity in own area of specialism |
| Planning and managing resources | Plans, prioritises and manages resources effectively to achieve long term objectives |
| Teamwork | Works collaboratively in a team and where appropriate across or with different professional groups |
| Student experience or customer service | Builds and maintains positive relationships with students or customers |
| Creativity, Innovation and Problem Solving | Suggests practical solutions to new or unique problems |

Last updated: December 2017