

JOB DESCRIPTION & PERSON SPECIFICATION	
<b>Job Title:</b> Lecturer in MA Graphic Branding and Identity	<b>Salary:</b> £22,359 - £26,824 (pro rata £37,265 - £44,708)
<b>Contract Length:</b> Permanent	<b>Hours/ FTE</b> 0.6
<b>Grade:</b> 5	<b>Location:</b> Elephant & Castle
<b>Accountable to:</b> MA Graphic Branding and Identity Course Leader	<b>College/ Service:</b> London College of Communication, Design School
<b>Purpose of the role:</b>  To be responsible to the Course Leader for: <ul style="list-style-type: none"> <li>• Developing with colleagues across the course the distinctive approach to delivery of graphic branding and design unit content at postgraduate level.</li> <li>• Undertaking teaching, unit management, curriculum development and research within the subject specialism of graphic branding across design practices.</li> <li>• Providing course level expertise in relevant software languages in addition to providing relevant digital pedagogy across a range of visual practice.</li> <li>• Developing together with the team across the course innovative and engaging units, lectures and seminars, contributing significantly to course development, assessment and review</li> <li>• Contributing to and take responsibility for the student-centred learning, teaching and assessment delivery, providing academic and pastoral support as necessary, monitoring student progress and maintaining appropriate records.</li> </ul>	
<b>Duties and Responsibilities</b>  In consultation with academic, administrative, managerial and technical colleagues (as appropriate) to: <p><b>Academic</b> <i>Curriculum Design, Content Organisation and Quality Enhancement</i></p> <ul style="list-style-type: none"> <li>• Responsible for lesson planning, teaching, assessing and contributing to curriculum development and new course initiatives within their area of specialism.</li> <li>• Provide academic support to students, monitoring student progress and attendance and maintaining appropriate records.</li> <li>• Contribute to curriculum development and the regular monitoring and review of Graphic Branding and Identity course and the quality of the teaching and learning provision</li> </ul> <p><i>Learning, Teaching and Assessment</i></p> <ul style="list-style-type: none"> <li>• Take responsibility for the student-centred approach to learning, teaching and assessment of learners they teach, providing academic and pastoral support as necessary</li> <li>• Monitor the attendance and performance of students through appropriate systems of tracking and assessment</li> <li>• Contribute to the writing of briefs and teaching and learning materials including course handbooks</li> </ul> <p><i>Student Support, Guidance, Progression and Achievement</i></p> <ul style="list-style-type: none"> <li>• Participate in the recruitment, selection, induction and briefing of students in relation to the content and context of the course.</li> </ul>	

**Entrepreneurship and Enterprise**

- 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 Course and areas of specialism.

**Professional**

- Demonstrate an overview of the admissions process across the College in order to ensure a positive applicant experience.
- Contribute to the promotion of the Course at Open Days/Offer Days as well as within and beyond the College
- Maintain strong links with related industries and professional bodies, keeping up to date with latest developments in the subject area of art direction and maintaining a professional level of expertise in relation to teaching and subject developments in the broader field of branding and design innovation
- Contribute to the professional and research profile of the Programme and School as an individual and through research groups and / or consultancy projects.
- Support and contribute to the School, Programme, College and University's external profile
- Continually update their knowledge of national academic developments and subject knowledge as part of own continuing personal and professional development, as well as participate in the University's Planning, Review and Appraisal scheme and staff development opportunities
- Contribute to the exhibition, publication and dissemination of work produced on the course.
- Undertake health and safety duties and responsibilities appropriate to the role
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work
- 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
- 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 their role as may from time to time be assigned to them anywhere within the University

**Key Working Relationships:**

- Course Leaders
- Programme Director
- Teaching colleagues
- External Partners
- Students
- Administrative Staff
- Technical Staff

**Specific Management Responsibilities:****Course Budgets:****Course Staff:**

- Associate Lecturers / Visiting Practitioners

**Other (e.g. accommodation, equipment):**

Person Specification	
Specialist Knowledge/Qualifications	<ul style="list-style-type: none"> <li>• Relevant qualification at undergraduate and postgraduate level in Graphic Branding or a closely related discipline (Graphic Designer, Visual Communication Designer, Creative Design Manager) or equivalent experience</li> <li>• PhD desirable</li> <li>• PG Cert teaching qualification desirable or equivalent experience</li> <li>• Knowledge and familiarity with graphic design principles and branding principles and practices within culturally defined contexts</li> <li>• Knowledge of experimental graphic and branding practices/processes and familiarity with relevant software and its application in creative contexts</li> <li>• Wide ranging and relevant cultural and contextual knowledge and its application to branding practice.</li> <li>• Knowledge of graphic branding subject specific research in an academic environment is desired.</li> </ul>
Relevant Experience	<ul style="list-style-type: none"> <li>• Evidence of postgraduate/undergraduate teaching and assessment in graphic branding or closely related discipline</li> <li>• Experience in development of lesson plans, teaching methods, and assessment briefs (curriculum design is desired)</li> <li>• Experience of development and delivery of taught workshops in relevant techniques and processes</li> <li>• Experience and fluency of using appropriate software associated with graphic branding</li> <li>• Experience of assessment and associated administration of undergraduate/postgraduate students in a creative context.</li> <li>• Industry experience as practitioner in graphic branding or closely related profession with a network of contacts to draw on for live project briefs, guest speakers, etc.</li> <li>• Experience of diverse cultural contexts and their possible impact on graphic branding practice</li> </ul>
Communication Skills	<ul style="list-style-type: none"> <li>• Communicates effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way</li> <li>• 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.</li> </ul>
Research, Teaching and Learning	<ul style="list-style-type: none"> <li>• Demonstrates a student-centred focus in learning, teaching and assessment approaches</li> <li>• Applies innovative approaches to teaching, learning and/or professional practice to support excellent teaching, pedagogy and inclusivity</li> <li>• Applies own research/professional practice to develop learning and assessment practice</li> </ul>
Professional Practice	<ul style="list-style-type: none"> <li>• Contributes to advancing professional practice/scholarly</li> </ul>

	activity in own area of specialism including understanding of the application and influence of digital literacy
Planning and managing resources	<ul style="list-style-type: none"> <li>Plans, prioritises and manages resources effectively to achieve long term objectives</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>Works collaboratively in a team and where appropriate across or with different professional groups</li> </ul>
Student experience or customer service	<ul style="list-style-type: none"> <li>Builds and maintains positive relationships with students or other customers</li> </ul>
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none"> <li>Suggests practical solutions to new or unique problems</li> </ul>

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

**Last Updated:** 06/08/2018