

JOB DESCRIPTION AND PERSON SPECIFICATION	
<b>Job Title:</b> Lecturer in Graphic Branding & Identity	<b>Accountable to:</b> Course Leader, BA Graphic Branding & Identity
<b>Contract Length:</b> Permanent	<b>Hours per week/FTE:</b> 22/0.6
<b>Salary:</b> £23,216.40-£27,853.80 (pro rata £38,694 - £46,423)	<b>Grade:</b> 5
<b>College/ Service:</b> LCC	<b>Location:</b> Elephant & Castle
<p><b>Purpose of role</b></p> <p>The lecturer in graphic branding and identity will be responsible for teaching, curriculum development, and on-going scholarship on the BA Graphic Branding &amp; Identity course. This course is part of the Branding &amp; 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.</p> <p>The post-holder will be expected to undertake:</p> <ul style="list-style-type: none"> <li>• Developing with colleagues across the course the distinctive approach to delivery of graphic branding and identity unit content at undergraduate level – in particular, the delivery of the fundamentals of branding and of graphic design (including typography &amp; layout) to year 1 students.</li> <li>• Undergraduate students' pastoral support, progress and attendance, maintaining records and liaising with colleagues as appropriate – in particular, supporting year 1 students with the transition from school/college to university</li> <li>• Undertaking teaching, unit management, curriculum development and research within the subject specialism of graphic branding &amp; identity with the aim of promoting diversity and inclusivity.</li> <li>• Pedagogic and curriculum development that stimulates thought and practice that challenge the canon of branding and identity, promoting diverse voices and questioning normative systems such as race, privilege etc.</li> </ul> <p>This responsibility is of immediate strategic importance and may develop or change in the light of new priorities.</p> <p>The post-holder is expected to uphold and implement the policies and procedures of University of the Arts London and the College.</p>	
<p><b>Duties and responsibilities</b></p> <p><i>Teaching:</i></p> <ul style="list-style-type: none"> <li>• To undertake teaching as appropriate to your areas of expertise and the subject areas of the Course, Programme or College.</li> <li>• 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.</li> <li>• To conduct assessment, formative and summative, which is rigorous, fair and clear and complies with the policies established by the University and the College.</li> <li>• To provide both academic and pastoral support to students, monitoring progress and attendance, and maintaining appropriate records.</li> </ul> <p><i>Professional</i></p> <ul style="list-style-type: none"> <li>• To initiate or engage in pedagogic inquiry and teaching development as required with the specific focus of improving student engagement, experience and progression.</li> </ul>	

- 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 graphic branding & identity.
- 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:



(Recruiting Manager): Noemi Sadowska

Date of last review: 12/01/2021

**Job Title: Lecturer in Graphic Branding & 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) or equivalent experience	A
	Specialist knowledge of the development and delivery of a broad range of branding projects in an industry context.	A
	Specialist knowledge of graphic design practice applied within a range of branding projects.	I
	Wide ranging and relevant cultural and contextual knowledge and its application to branding practice.	A
	PhD or Higher level research degree (desirable)	A
	Teaching qualification (PG Cert or equivalent). (desirable)	A
Teaching	Fellowship of the Higher Education Academy (desirable)	A
	Experience of teaching & assessment in a higher education environment with particular focus on undergraduate delivery (permanent, fractional, or hourly paid contract), particularly with reference to 1 <sup>st</sup> year.	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
Leadership, management and teamwork	Shows commitment to understanding the range of students' experiences within a course.	I
	Collaborates and works effectively within team and across different professional groups	I
Research, Knowledge Exchange and Professional Practice	Works effectively and respectfully with a wide range of people	I
	Evidence of research, knowledge exchange and/ or professional practice that contributes to the advancement of graphic branding and emerging technologies activity and is relevant to the goals of the Programme, College and University	I
Planning and managing resources	Evidence of using contacts within subject peer group to develop partnerships or collaboration	A
	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: 06.01.2020**