

JOB DESCRIPTION AND PERSON SPECIFICATION		
Job Title: Lecturer in Fashion Retail: Marketing and Management		<b>Accountable to:</b> Programme Director: Marketing and Branding
<b>Contract Length:</b> Permanent	<b>Hours per week/FTE :</b> 0.6	<b>Weeks per year:</b> AYR
<b>Salary:</b> £38,694 - £46,423 pro rata pa		<b>Grade:</b> 5
<b>College/Service:</b> London College of Fashion		<b>Location:</b> 272 High Holborn, London, WC1V 7EY and relocating to Stratford in 2023
<b>Purpose of Role:</b>  To undertake teaching, unit management, curriculum development, student pastoral support and research in Fashion Retail and the allied subjects of marketing, brand management and cross channel management. The role will include teaching across the Fashion Business School portfolio of undergraduate and postgraduate courses.		
<b>Duties and Responsibilities:</b> <ul style="list-style-type: none"> <li>To undertake a teaching programme, providing both academic and pastoral support to students, monitoring progress and attendance and maintaining appropriate records.</li> <li>To contribute to lesson planning, teaching, assessing, course review and curriculum development.</li> <li>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.</li> <li>To contribute to research, scholarly activity and or professional practice both individually and through appropriate subject related groups.</li> <li>To maintain a professional level of subject expertise by being aware of relevant industrial and technological developments in the field.</li> <li>To attend course related meetings and examination boards as required.</li> <li>To support the management of the teaching and assessment in the area of Fashion Retail</li> <li>To support the process of reviewing existing curricula and contributing to the identification and validation of new units.</li> <li>To fully utilise University and other information and communication technologies in order to facilitate and enhance students' learning experiences and organisational effectiveness.</li> <li>To take responsibility as year tutor for student groups as required.</li> <li>To support the Course Leaders in undertaking general course management responsibilities including assessment, recruitment and placements.</li> <li>To liaise with Course Leaders, Hourly Paid Lecturers and Technicians to ensure quality and consistency of delivery across all courses.</li> <li>To support the Course Leaders in the planning and development of the curriculum and teaching programme</li> <li>Undertake planned internal verification of assessments, providing feedback and guidance on best practice</li> </ul>		

to tutors.

- Secure productive contacts and links with external organisations, employers and agencies that will benefit students 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 Staff Charter and Dignity at Work Policy, promoting equality diversity and inclusion in your work.
- To undertake continuous personal and professional development through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022)
- 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:**

- Programme Director Marketing & Branding
- Undergraduate & Postgraduate Course Leaders
- Academic Staff
- Administration Teams

**Specific Management Responsibilities**

**Budgets:** None

**Staff:** None

**Other** (e.g. accommodation; equipment): None

Signed \_\_\_\_\_ Date of last review \_\_\_\_\_

(Recruiting Manager)

## Job Title: Lecturer in Fashion Retail: Marketing and Management

### 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

Person Specification A=application I=interview S=selection task

Specialist Knowledge/Qualifications	Relevant undergraduate qualification is essential	A
	Post Graduate Degree in a Retail related discipline is desirable	A
	PhD is desirable	A
	Teaching qualification is essential	A
	Expertise and experience in retail management, retail marketing, brand management and retail visual communication, encompassing any and all interactions between potential or active customers and the business.	A
	Possessing in-depth knowledge and applied understanding of the different elements that comprise the retail customer experience both on and offline, that in turn leads to strong customer-brand relationships, preferably in fashion related organisations and /or as a specialism within academic teaching and research.	A
	Extensive experience of working in either in fashion retailing either in management, brand management or visual communication (creative direction of retail channels and touchpoints) and project management,	A
	or Extensive experience as an educator in Retail/ Marketing/Brand management teaching at Level 6 / final year or Level 7.	A
Teaching	Experience of teaching & assessment in a higher education environment (permanent, fractional, or hourly paid contract)	A
	Applies an inquiring, innovative and reflexive approach to teaching	SI
	Considers equality, diversity and inclusivity in all aspects of teaching and assessment	IA
	Shows commitment to understanding the range of	IA

	students' experiences within a course.	
Leadership, management and teamwork	Collaborates and works effectively within team and across different professional groups	IA
	Works effectively and respectfully with a wide range of people	IA
Research, Knowledge Exchange and Professional Practice	Evidence of research, knowledge exchange and/ or professional practice that contributes to the advancement of creative direction activity and is relevant to the goals of the Programme, College and University	IA
	Evidence of using contacts within subject peer group to develop partnerships or collaboration	A
	Familiar with debates and research relating to decolonising the curriculum and awarding gaps within the HE Sector.	IA
Planning and managing resources	Plans, prioritises and manages resources effectively to achieve objectives	IA