# Job Description and Person Specification

# Job Title - Lecturer in Branding Experience Design and Emerging Technologies

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| **Job Description** | |
| **College/Service**  London College of Communication | **Location**  Elephant and Castle |
| **Contract Length** | **Hours per week/FTE** |
| Permanent | 22.2 / 0.6 |
| **Accountable to**  Course Leader, BA Graphic Branding and Identity | **Weeks per year**  p/t |
| **Salary** | **Grade**  5 |
| £23,216.4-£27,853.8 p/a  at 0.6 pro rata (£38,694-£46,423 p/a) |

**Purpose of role**

The lecturer in Branding Experience Design and Emerging Technologies will be responsible for teaching, curriculum development, and on-going scholarship on the BA Graphic Branding and 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.

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| **Purpose of role**  The post-holder, as part of the teaching team, will be expected to –   * Undertake delivery and development of a distinctive approach to graphic branding experiences through emerging technologies across the course content at undergraduate level. * Contribute 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 undergraduate study, and maintaining appropriate records. * Undertake pedagogic and curriculum development that stimulate thought and practice, challenging the canon of graphic identity and broadening graphic branding practices through emerging technologies with the aim of promoting diversity and inclusivity. * Undertake unit design and delivery that expands the capacity of the course to support students’ development of responsible design processes, in particular in relation to current debates questioning the relationship between graphic branding and eco-social justice prompting critique of systemic norms. * 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 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 graphic branding practices shaped by emerging technologies and ways they influence creative 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 critical 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, experience and progression. * 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 graphic branding practices as informed by emerging technologies and their role in responding to calls for climate action and social justice.
* 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 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).

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| **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 * Assistant Deans * Programme Administration Manager * Technical Staff * Student and Academic Support * Language Centre * Counselling Service | |
| **Specific Management Responsibilities**   * Associate Lecturers * Visiting Practitioners * Guest Speakers | |
| Signed Date of last review 11/03/2022 | **(Recruiting Manager)** |

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**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.

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| **Person Specification** | | |
| **Means of testing - A=application I=interview T=selection task** | | |
| Specialist Knowledge/Qualifications | Undergraduate degree in graphic branding or a closely related discipline (graphic design, visual communication, strategic branding) or equivalent experience. | A |
| Knowledge and familiarity with design principles, interdisciplinary practices, and contemporary visualisation methods and techniques within culturally defined contexts | A |
| Knowledge of graphic branding practices/processes and familiarity with emerging technologies and experimentation in this field | I |
| Wide ranging and relevant graphic branding, cultural, contextual knowledge and its application to responsible design practices. | I |
| Knowledge of graphic branding specific research in an academic environment (desirable) | A |
| Higher degree (e.g. MA) in graphic branding and identity, or a closely related discipline or equivalent experience (Desirable). | A |
| Teaching qualification (PG Cert or equivalent) (Desirable). | A |
| Member of the Higher Education Academy (Desirable). | A |
| Teaching | Experience of teaching & assessment in a higher education environment with particular focus on undergraduate delivery (permanent, fractional, or hourly paid contract). | I |
| Applies an inquiring, innovative 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. | T |
| 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. | A |
| Research, Knowledge Exchange and Professional Practice | Evidence of research, knowledge exchange and/ or professional practice that contributes to the advancement of emerging technologies in design practices 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. | A |

**Last Updated: 11/03/2022**