

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Creative Director: School of Media and Communication

Accountable to: Dean of School of Media and Communication

Contract Length: Permanent **Hours per week/FTE:** 1.0 **Weeks per year:** AYR

Salary: £52,073 - £62,900 pa

Grade: 7

College/Service: London College of Fashion/School of Media and Communication

Location: 40 Lime Grove, London, W12 8EA and relocating to Stratford in 2022

Purpose of Job:

As an ambassador and curator of the School of Media and Communication's external activities the post holder will develop the external profile of the School in the context of the overarching College and University brands. The role supports collaboration and partnerships across the School, College and externally to enhance student recruitment, experience and progression.

The successful candidate will curate, lead and project manage external events and exhibition and extend the Schools place making and social engagement agendas, playing a key role in developing priority partnerships and maximising engagement and impact from our activities.

The post holder will support the development of an inspiring creative curriculum and environment in the School. They will make a major contribution to the creative identities of new and existing courses in the School and will promote this internally and externally, working in consultation with colleagues in the School and across the College.

A strong fashion and creative vision is essential within the framework of the School of Media and Communication.

Main duties and responsibilities:

The successful applicant must have a proven ability of providing a high quality student and consumer experience across a number of Fashion Media and Communication contexts. Experience of project management and team working is essential.

The post holder will be expected to:

- Ensure that courses are at the cutting edge of creativity and originality, and provide referenced creative direction and curation of School activities in consultation with colleagues.
- Develop the environment of the School to showcase work and engender collaboration, community and inclusivity.
- Contribute to reviews and validations within the School.
- Work with College Internal and External Relations colleagues to co-ordinate the promotional materials and activities in the School, establishing strategic new audiences and relationships.
- To be a spokesperson for the School internally and externally.
- Lead on recruitment events in the School working with appropriate teams across the College.
- Work closely with colleagues to maximise internal progression opportunities from FE to HE and into Post Graduate Education.
- Contribute to appropriate College committees (including the School Board of Studies, member of School Senior Staff Team).
- Contribute to the work of the School Senior Staff Team and support the Dean in the continuous development, strategic planning and review of the direction and delivery of the School's activities.

<ul style="list-style-type: none"> • Working within the UAL legal contracts protocol and University regulations when arranging projects with external industry and supporting colleagues in the School to ensure the protocol is adhered to. • Working with the Dean and Internal and External Relations (IER) department to develop appropriate events, communications activity and promotional materials on behalf of the School. • Develop and plan priority partnerships and place making activities for the School and ensure effective communication with stakeholders across the College on behalf of the School. • Undertake teaching duties appropriate to your subject discipline. • Stay abreast of developments in your subject discipline through scholarly activity, professional practice and research. • Manage staff as appropriate including induction, probation, 1:1 meetings and appraisal. • 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. • To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).
<p><u>Key Working Relationships:</u> Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.</p> <p>Dean, School of Media & Communication Associate Dean, School of Media & Communication LCF Internal and External Relations Programme Directors, School of Media & Communication LCF Creative Directors School Research coordinator School KE lead School Learning and Teaching Innovations coordinator</p>
<p><u>Specific Management Responsibilities</u></p> <p>Budgets: Yes</p> <p>Staff: Yes</p> <p>Other: Accommodation and equipment as appropriate: N/A</p>

Signed Jessica Bugg
(Recruiting Manager)

Date of last review 8 June 2019

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Person Specification	
Specialist Knowledge/Qualifications	First degree in subject area
	Teaching training qualification is desirable
	MA in a relevant subject is preferable
	PhD in relevant subject is desirable
Relevant Experience	Significant industry experience in a relevant subject field is essential. The candidate should be able to demonstrate experience in project management, art direction or curation.
Communication Skills	Communicates technical or specialist ideas or information persuasively adapting the style and message to a diverse audience in an inclusive and accessible way
Leadership and Management	Motivates and leads a team effectively setting clear objectives to manage performance
Research, Teaching and Learning	Applies innovative approaches to course leadership, teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity
	Applies own research to develop learning and assessment practice
Professional Practice	Contributes to advancing professional practice/research or scholarly activity in own area of specialism
Planning and managing resources	Effectively plans and manages operational activities or large projects to achieve long term objectives
Teamwork	Builds effective teams, networks or communities of practice and fosters constructive cross team collaboration
Student experience or customer service	Makes a significant contribution to improving the student or customer experience to promote an inclusive environment for students, colleagues or customers
Creativity, Innovation and Problem Solving	Identifies innovative solutions to problems to bring a wider benefit to the organisation

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Last Updated: 19/01/2016