

JOB DESCRIPTION & PERSON SPECIFICATION	
Job Title: Lecturer in BA Design for Art Direction	Salary: £22,359 - £26,824 (pro rata £37,265 - £44,708)
Contract Length: Permanent	Hours/ FTE 0.6
Grade: 5	Location: Elephant & Castle
Accountable to: Branding and Design Innovation Programme Director	College/ Service: London College of Communication, Design School
<p>Purpose of the role:</p> <p>To be responsible to the Course Leader for:</p> <ul style="list-style-type: none"> • Developing with colleagues across the course the distinctive approach to delivery of art direction unit content at undergraduate and postgraduate level. • Undertaking teaching, unit management, curriculum development and research within the subject specialism of art direction across creative industry practices. • Providing course level expertise in relevant software languages in addition to providing relevant digital pedagogy across a range of visual practice. • Developing together with the team across the course innovative and engaging units, lectures and seminars, contributing significantly to course development, assessment and review • 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. 	
<p>Duties and Responsibilities</p> <p>In consultation with academic, administrative, managerial and technical colleagues (as appropriate) to:</p> <p>Academic <i>Curriculum Design, Content Organisation and Quality Enhancement</i></p> <ul style="list-style-type: none"> • Responsible for lesson planning, teaching, assessing and contributing to curriculum development and new course initiatives within their area of specialism. • Provide academic support to students, monitoring student progress and attendance and maintaining appropriate records. • Contribute to curriculum development and the regular monitoring and review of Design for Art Direction course and the quality of the teaching and learning provision <p><i>Learning, Teaching and Assessment</i></p> <ul style="list-style-type: none"> • Take responsibility for the student-centred approach to learning, teaching and assessment of learners they teach, providing academic and pastoral support as necessary • Monitor the attendance and performance of students through appropriate systems of tracking and assessment • Contribute to the writing of briefs and teaching and learning materials including course handbooks <p><i>Student Support, Guidance, Progression and Achievement</i></p> <ul style="list-style-type: none"> • Participate in the recruitment, selection, induction and briefing of students in relation to the content and context of the course. <p>Entrepreneurship and Enterprise</p> <ul style="list-style-type: none"> • 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
- Year Leaders
- 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"> • Relevant qualification at undergraduate and postgraduate level in Art Direction or a closely related discipline (Creative Director, Creative Lead, Visual Communication Designer, Creative Design Manager) or equivalent experience • PhD desirable • PG Cert teaching qualification desirable or equivalent experience • Knowledge and familiarity with design principals and interdisciplinary practices of creative industries • Knowledge of experimental design practices/processes and familiarity with relevant software and its application in commercial contexts • Wide ranging and relevant contextual knowledge and its application to art direction practice. • Knowledge of art direction subject specific research in an academic environment desired.
Relevant Experience	<ul style="list-style-type: none"> • Evidence of postgraduate/undergraduate teaching and assessment in art direction or closely related discipline • Experience in development of lesson plans, teaching methods, and assessment briefs (curriculum design is desired) • Experience of development and delivery of taught workshops in relevant techniques and processes • Experience of assessment and associated administration of undergraduate/postgraduate students in a creative context. • Industry experience as practitioner in art direction or creative direction or closely related profession with a network of contacts to draw on for live project briefs, guest speakers, etc. • Understanding of global economic, social, political and cultural forces currently impacting professional design practices
Communication Skills	<ul style="list-style-type: none"> • Communicates effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way • 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.
Research, Teaching and Learning	<ul style="list-style-type: none"> • Demonstrates a student-centred focus in learning, teaching and assessment approaches • Applies innovative approaches to teaching, learning and/or professional practice to support excellent teaching, pedagogy and inclusivity
Professional Practice	<ul style="list-style-type: none"> • Applies own research/professional practice to develop learning and assessment practice
	<ul style="list-style-type: none"> • Contributes to advancing professional practice/scholarly activity in own area of specialism including understanding of

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

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: 08/12/2017