

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Lecturer in Fashion Public Relations

Accountable to: Course Leader BA (Hons) Fashion Public Relations

Contract Length: Permanent

Hours per week/FTE: 0.6

Weeks per year: AYR

Salary: £36,642 - £43,961 pro rata pa

Grade: 5

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

Location: 40 Lime Grove, London, W12 8EA

Purpose of Role:

To undertake teaching, unit management, curriculum development and research in Fashion Public Relations, Marketing, Advertising and New Media across FE and HE courses in the School of Media and Communication.

Duties and Responsibilities:

- To undertake a teaching programme, providing both academic and pastoral support to students, monitoring progress and attendance and maintaining appropriate records.
- To contribute to lesson planning, teaching, assessing, course review and curriculum development.
- 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.
- To liaise with the Course Leader and School Creative Director to procure relevant industry projects to support teaching and learning.
- To contribute to research, scholarly activity and or professional practice both individually and through appropriate subject related groups.
- To maintain a professional level of subject expertise by being aware of relevant industrial and technological developments in the field.
- To attend course related meetings and examination boards as required.
- To provide support for the Course Leaders/Programme Director in the management of the programme of teaching and assessment in fashion public relations.
- To support the process of reviewing fashion public relations units and contributing to the identification and validation of new units.
- To fully utilise University and other information and communication technologies in order to facilitate and enhance students' learning experiences and organisational effectiveness.
- To take responsibility as year tutor and unit leader for student groups as required.
- To undertake general course management responsibilities including assessment, admissions and placements.
- To liaise with Course Leaders, Hourly Paid Lecturers and Technicians to ensure quality and consistency of delivery across all courses.
- To support the Course Leaders in the planning and development of the curriculum and teaching programme for public relations.
- To undertake planned internal verification of assessments, providing feedback and guidance on best practice to

tutors.

- To secure productive contacts and links with external organisations, employers and agencies that will benefit students on 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 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.

Key Working Relationships: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Course Leaders
- Course team including hourly paid lecturing staff

Specific Management Responsibilities

Budgets: N/A

Staff: N/A

Other: e.g. accommodation; equipment as appropriate

Signed _____ Date of last review _____
(Recruiting Manager)

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Person Specification

Specialist Knowledge/ Qualifications	Relevant degree level qualification
	Relevant post graduate qualification is desirable
	Relevant teaching qualification; PG Cert is desirable
Relevant Experience	Knowledge and experience of the practice of Fashion Public Relations
	Awareness of fashion marketing and advertising practices in relation to Public Relations
Communication Skills	Communicates effectively orally and in writing adapting the message for 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 in 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	Plans, prioritises and manages resources effectively to achieve long term objectives
Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups

Student experience or customer service	Builds and maintains positive relationships with students or customers
Creativity, Innovation and Problem Solving	Suggests practical solutions to new or unique problems

Last updated: 30/3/17