

JOB DESCRIPTION AND PERSON SPECIFICATION	
Job Title: Course Leader in Graphic Branding and Identity	Accountable to: Programme Director, Branding and Design Innovation Programme
Contract Length: Permanent	Hours per week/ FTE: 37/1.0
Salary: £46,423 - £55,932	Grade: 6
College/ Service: LCC	Location: Elephant & Castle
<p>Purpose of role</p> <p>The course leader in graphic branding and identity will be responsible for leading, 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 lead and work collaboratively within a course team, deploying specialist expertise to develop pedagogy and the curriculum in innovative and critical directions.</p> <p>The post-holder will be expected to undertake:</p> <ul style="list-style-type: none"> • The academic leadership and management of the BA Graphic Branding and Identity course, including the maintenance and enhancement of standards and responsibility for the design, development and delivery of the curriculum. • The day-to-day management of the Course including all areas of learning, teaching and assessment of students as well as resources allocated. • Through research and scholarly activity, in collaboration with colleagues across the school, contributing to the enhancement of the graphic branding and broader graphic design discipline on campus, establishing networks externally with other academic institutions and industry and actively contributing to the research-based community of practice of the programme. • The leadership of delivery and development of a distinctive approach to graphic branding course content at undergraduate level. • The leadership of approval of the course through various quality assurance and enhancement processes at unit and course level as appropriate. • Contributing 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. • Pedagogic and curriculum development that stimulate thought and practice that challenge the canon of graphic design and graphic branding with the aim of promoting diversity and inclusivity • Unit design and delivery that expands the capacity of the course to support students engagement with responsible design process and outcomes, promoting graphic branding solutions that lead to responsible design change. <p>This responsibility is of immediate strategic importance and may develop or change in the light of new priorities.</p> <p>The post-holder is expected to uphold and implement the policies and procedures of University of the Arts London and the College.</p>	
<p>Duties and responsibilities</p> <p><i>Course Leadership and Management</i></p> <ul style="list-style-type: none"> • To contribute to the academic mission of the course and its implementation as an active participant within the University and College committee structures, ensuring clarity of 	

identity, currency of subject agendas, relevance of learning methods and the fulfilment of appropriate standards at each level of study.

- To provide the vision for the Course, set the agenda for its development and maintaining as well as enhancing its quality.
- To contribute to the leadership and management of the Course by working with academic, administrative, managerial and technical colleagues to ensure quality, consistency and clarity of course delivery.
- To recruit, lead, manage and support the academic staff responsible for the delivery of the Course, setting, promoting and maintaining appropriate educational and professional standards of good practice in all aspects of course organisation, administration and delivery.
- To work with colleagues across the College to ensure the highest possible standards of student experience in terms of:
 - Course promotion (provision of material, contribution to open days and other recruitment activities on – and off-site)
 - Student progression
 - Student recruitment
 - Student induction
 - Learning support
 - Disability support (only in respect of signposting to students and staff how appropriate professional support can be accessed)

Teaching:

- To ensure that the learning, teaching and assessment methods employed on the Course are appropriate to the academic award, resources allocated and the demands of the subject and the learning styles and developmental stages of the students.
- To plan and manage the assessment process for the Course, to comply with University policy and appropriate academic standards to ensure students are given constructive and timely feedback that helps them improve.
- To undertake student-centred teaching as appropriate to your areas of expertise and the subject areas of the Course, Programme or College.
- To extend the level of subject expertise and critical understanding on the Course so as to keep the curriculum at the forefront of creative and professional practice and relevant to a diverse and international range of students.

Professional

- To promote a culture of enterprise within the Course and the Programme as well as amongst the student and staff community
- To initiate or engage in pedagogic inquiry and teaching development as required with the specific focus of improving student engagement and learning journey.
- To participate in the engagement of students in feedback processes, and in consultation with the programme director and course team, respond to the issues raised through this engagement.
- To undertake scholarly activity (including research, knowledge exchange or teaching) relevant to the subject of graphic branding and associated design practices
- 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 undertake the effective monitoring of the course as well as lead quality assurance and enhancement activities.
- To contribute to, and where appropriate lead on the process of course development, minor modifications, major changes, approval, and reapproval and other reviews by the University, external agencies and professional bodies in liaison with relevant Programme Directors/Deans/Associate Deans.
- To analyse data on student progression and attainment with a view to identifying issues and trends and formulating appropriate actions in response.
- To contribute to the work of the academic committees of the University and, where

appropriate, act as Chair or take up responsibilities as the Dean of School or Head of College require.

- 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.

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 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 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.

- Students
- Course Team including Hourly Paid Lecturers
- Programme Director
- Associate Deans
- Programme Administration Manager
- Other administrative Staff
- Technical Staff
- Student and Academic Support
- Language Centre
- Counselling Service
- External Examiner
- External Partners

Specific Management Responsibilities:

Course budgets:

- Associate Lecturer and Visiting Practitioner course budget
- Consumables budget
- Project budget

Course Staff:

- Lecturers / Associate Lecturers / Visiting Practitioners

Other (e.g. accommodation, equipment):

- Studio(s) and associated equipment, fixtures and fittings

Signed:



Date of last review: 12/06/2020

(Recruiting Manager): Noemi Sadowska

Specialist Knowledge/Qualifications	Relevant qualification at undergraduate and postgraduate level in Design in relation to Graphic Branding or a closely related discipline (Graphic Designer, Creative Lead, Visual Communication Designer, Creative Design Manager) or equivalent experience	A
	Knowledge and familiarity with broad design principals, interdisciplinary practices, and contemporary visualisation methods and techniques	I
	Knowledge of design research and research methodologies	A
	Knowledge of graphic branding subject specific research with reference to practice as well as theory	I
	Knowledge and familiarity with graphic design principles and branding principles and practices within culturally defined contexts	A
	Knowledge of experimental design practices/processes and familiarity with relevant software	A
	Active researcher/practitioner with a network of industry and academic contacts. Should be considered an expert in the field with relevant publications/projects disseminated in the public arena (a portfolio of examples desirable).	I
	Wide ranging and relevant cultural and contextual knowledge and its application to branding practice.	A
	PhD or Higher level research degree (desirable)	A
	Teaching qualification (PG Cert or equivalent). (desirable)	A
	Fellowship 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) with expertise in graphic branding or closely related discipline	A
	Evidence of varied and diverse pedagogical approaches to teaching and delivery with particular experience in meeting international and EU students' needs, while overall applies an inquiring, innovative, inclusive student-centred and reflexive approach to teaching	I
	Considers equality, diversity and inclusivity in all aspects of teaching and assessment	I
	Evidence of development and delivery of taught workshops in relevant techniques and processes that engage student audience that is culturally and skill-wise diverse.	I

	<p>Shows commitment to understanding the range of students' experiences within a course, in particular in supporting international student cohorts.</p> <p>Industry experience as practitioner in graphic branding or graphic design or closely related profession with network of contacts to draw on for live project briefs, guest speakers, etc.</p> <p>Experience of the impact and consequences of technological developments in graphic branding or equivalent area and a rigorous understanding of the impact of the wider political, social, cultural and economic shifts in relation to the theory and practice of graphic branding.</p> <p>Course Leader experience (desired)</p>	<p>I</p> <p>A</p> <p>A</p> <p>A</p>
Leadership, management and teamwork	<p>Motivates and leads a team effectively, setting clear objectives to manage performance</p> <p>Demonstrates a student-centred focus in learning, teaching and assessment</p> <p>Applies innovative approaches to course leadership, teaching, learning and/or professional practice to support excellent teaching, pedagogy and inclusivity</p> <p>Builds effective teams, networks or communities of practice and fosters constructive cross team collaboration</p> <p>Works effectively and respectfully with a wide range of people</p> <p>Evidence of abilities to use information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness</p>	<p>I</p> <p>I</p> <p>A</p> <p>I</p> <p>I</p> <p>A</p>
Research, Knowledge Exchange and Professional Practice	<p>Evidence of research, knowledge exchange and/ or professional practice that contributes to the advancement of art direction within visual communication and is relevant to the goals of the Programme, College and University</p> <p>Evidence of using contacts within subject peer group to develop partnerships or collaboration</p>	<p>A</p> <p>A</p>
Planning and managing resources	Plans, prioritises and manages resources effectively to achieve strategic and operational objectives	I
Communication Skills	<p>Communicates effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way</p> <p>Evidence of ability to promote the course effectively internally and externally in support of student recruitment processes.</p> <p>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.</p> <p>Ability to contribute to the exhibition, publication and dissemination of work produced on the course (desired)</p>	<p>A</p> <p>I</p> <p>A</p> <p>A</p>

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: 12/06/2020

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