

## Job Description and Person Specification

### Job Title – Course Leader BA Fashion Marketing and Content Creation

Job Description	
<b>College/Service</b> London College of Fashion / Fashion Business School	<b>Location</b> 272 High Holborn, London WC1V 7EY and relocating to Stratford in 2022
<b>Contract Length</b> Permanent	<b>Hours per week/ FTE</b> 37 / 1.0
<b>Accountable to</b> Programme Director – Fashion Marketing and Branding	<b>Weeks per year</b> FT
<b>Salary</b> £49,534 to £59,644pa	<b>Grade</b> 6
<b>Purpose of the role</b>  To be responsible to the Programme Director for - <ul style="list-style-type: none"> <li>• The academic leadership and management of the Course, including the maintenance and enhancement of standards and responsibility for the design, development and delivery of the curriculum.</li> <li>• The day to day management of the Course including all areas of learning, teaching and assessment of students as well as resources allocated.</li> <li>• Observing and implementing the policies and procedures of the University and the College.</li> </ul>	
<b>Duties and Responsibilities</b>  In consultation with academic, administrative, managerial and technical colleagues (as appropriate) to - <p><b>Academic</b>            Contribute to the academic mission of the Programme 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.</p> <p>Provide the vision for the BA (Hons) Fashion Marketing &amp; Content Creation Course, set the agenda for its development and maintaining and enhancing quality.</p>	

### **Quality Management and Enhancement**

Undertake the effective monitoring of the course and lead enhancement activities.

Contribute to, and where appropriate lead on the process of course development, minor modifications, major changes, validation, revalidation and review by the University, external agencies and professional bodies in liaison with relevant Deans/Associate Deans.

Analyse data on student progression and achievement with a view to identifying issues and trends and formulating appropriate action in response.

Contribute to the work of the academic committees of the University and, where appropriate, act as Chair.

### **Curriculum Design, Content and Organisation**

Ensure that the curriculum is relevant, current and consistent with the mission of the Programme and the vision for the course.

Ensure that the delivery of the curriculum is organised and resourced appropriately to the academic award, and to the learning styles and developmental stages of the students

### **Learning Teaching and Assessment**

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.

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.

Contribute to University committees, such as Assessment Panels, Boards of Examiners and their sub-boards, as appropriate.

Undertake such teaching duties as are appropriate to the requirements of the course and consistent with your areas of expertise.

### **Student Support and Guidance**

Ensure that students enrolled on the Course are appropriately supported and provided with timely and constructive guidance for their academic development and pastoral care, fulfilling the policies and procedures of the University and the College and utilising appropriate channels and media

In liaison with the Academic Administration Coordinator/Programme Manager ensure that information provided to students enrolled on the Course is current, accessible and consistent.

Contribute to information provided to students by the University, College and Programme

Ensure the maintenance of standards of student discipline on the Course as detailed within the Student Charter

Ensure effective liaison with, and organisation of student representatives for the course.

### **Student Progression and Achievement**

In liaison with the Academic Administration Coordinator/Programme Manager, ensure that student records are maintained which are current, accurate and constructive.

Be responsible for and, where appropriate, lead the recruitment and selection processes applicable to the BA (Hons) Fashion Marketing & Content Creation Course, ensuring the correct delivery of the University Admissions Policy

### **Managerial**

Contribute to the leadership and management of the Programme by working with academic, administrative, managerial and technical colleagues to ensure quality, consistency and clarity of course delivery.

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

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)

Produce reports and management information as required

### **Entrepreneurship and Enterprise**

Promote a culture of enterprise within the Programme and amongst the student and staff community.

Operate in a collegiate manner in liaising with appropriate colleagues (i.e. Programme Directors, 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 Academic Programme and areas of specialism.

### **Professional**

Establish and maintain appropriate dialogues and relationships with the subject community (academic, governmental and commercial) and its audiences, nationally and internationally, continually updating knowledge of national academic

developments, subject and skills, and relevant industrial and technological developments for the benefit of the course, colleagues and students.

Undertake research and/or professional practice to maintain your subject currency as part of own continuing professional development to ensure you maintain your position as a leader in your field, actively promoting and contributing to the professional and research profile of the Programme, as an individual and through research groups and / or consultancy projects.

Support and contribute to the Course, Programme, School, College and University's external profile.

Make a constructive contribution to the development of the broader academic and cultural direction of the College as required.

Familiar with debates and research relating to decolonising the curriculum and awarding gaps within the HE Sector.

### **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 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.
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).

### **Key Working Relationships -**

- Senior managers
- Managers at same level
- Academic staff managed
- External partners
- Students

### **Specific Management Responsibilities -**

### **Course Budgets -**

Assist Programme Director by monitoring expenditure across following budget areas -

- Associate Lecturer/Visiting Practitioner budget, in association with the Programme Director
- Consumables budget
- Project budgets

**Course Staff -**

- Established academic staff
- Associate Lecturers / Visiting Practitioners

**Other (e.g. accommodation, equipment) -**

To ensure appropriate staff are taking action where following are in need of repair or maintenance -

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

**Signed - Edward Stammers**

**(Recruiting Manager)**

**Date of last review -**

26/10/2021

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**Grade - 6**

<b>Person Specification</b>	
Specialist Knowledge/Qualifications	<p>Relevant undergraduate qualification such as BA/ BSc Fashion Marketing.</p> <hr/> <p>Teaching qualification relating to Higher Education is essential</p> <hr/> <p>A postgraduate qualification MA/ MSc / PhD relevant to Marketing is desirable</p>
Relevant Experience	<p>Relevant academic experience operating as a module leader/ unit leader and with experience of teaching at UG level to a wide and diverse cohort of students</p> <p>Experience of operating in a professional/ industry relevant environment</p>
Communication Skills	<p>Communicates effectively orally and in writing adapting the medium and the message for a diverse audience in an inclusive and accessible way</p>
Leadership and Management	<p>Motivates and leads a team effectively, setting clear objectives to manage performance</p>
Research, Teaching and Learning	<p>Applies innovative digital approaches to course leadership, teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity</p> <p>Applies own research to develop learning and assessment practice</p> <p>Familiar with debates and research relating to decolonising the curriculum and awarding gaps within the HE Sector</p>
Professional Practice	

## Person Specification

	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	Builds effective teams, networks or communities of practice and fosters constructive cross team collaboration
Student experience	Contributes to improving or adapting provision to enhance the online student experience or customer service
Creativity, Innovation and Problem Solving	Suggests practical solutions to new or unique problems

**Last Updated - 09 06 2021**