



Associate Dean

School of Media and
Communication

London College of Fashion Associate Dean, School of Media and Communication

Candidate Pack – 2019

Executive Summary

University of the Arts London is made up of six renowned Colleges, each with its own world-class reputation. Their state-of-the-art facilities include workshops with letterpress machinery, studio theatres and gallery space, as well as libraries and archives for research into hundreds of years of the greatest artists and designers.

London College of Fashion (LCF) is one of the foremost centres of fashion education in the world, consistently regarded as one of the world's top five fashion schools by most ranking tables. It has been leading international fashion education from the start, partnering with institutions in countries all over the world delivering opportunities, specialist courses and the chance for students and staff to exchange knowledge and cultural value. The College's strategic relationships support an ever-evolving global fashion industry worth billions.

The School of Media and Communication is made up of three distinctive yet connected Programme areas; Communication, Media and Performance. With 11 Undergraduate courses and 6 Post Graduate courses the School covers contemporary content production, fashion experience, insights, communication and design for performance. The School places importance on collaboration, cross disciplinary exchange and integrated approaches to Teaching and Learning, Knowledge Exchange, Research, Employability and Enterprise.

They are now looking for an Associate Dean, School of Media and Communication to support the Dean of Media and Communication in the strategic planning and to lead effective operation of the School's academic offering with a focus on enhancing student experience, attainment and employability.

Candidates will have demonstrable knowledge of academic provisions, trends and issues within UK HE. They will also possess relevant knowledge of Quality Assurance policy, processes and procedures and be able to showcase experience of successfully managing and delivering transformational change within a HE setting, including culture change and managing stakeholder expectations.

Organisation

University of the Arts London

University of the Arts London is a vibrant world centre for creativity and innovation, drawing together six Colleges with international reputations in art, design, fashion, communication and performing arts:

- Camberwell College of Arts;
- Central Saint Martins College of Art and Design;
- Chelsea College of Art and Design;
- London College of Communication;
- London College of Fashion;
- Wimbledon College of Art.

Located within London, the Colleges are at the heart of their respective communities. Drawing on and contributing to the local culture, they foster closely-knit and welcoming environments in which to work and study, supported by all the resources of the larger University and the wider arts community. The Colleges offer the University's 18,500 students a diverse range of courses at all levels from foundation and undergraduate to postgraduate and research. The University's 1,228 teaching staff, as active professional artists, practitioners, designers, critics and theorists, lead the way on creative and experimental practice alongside historical and theoretical analysis. The combination of a varied student group, cutting-edge research and highly experienced staff creates a unique, multifaceted learning experience for students at the University.



London College of Fashion

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The College began in 1906 when the Shoreditch Technical Institute Girls School and later the Barrett Street and Clapham Trade Schools opened and began training young girls in the art of dressmaking, millinery, embroidery and hairdressing. Since then, LCF has seen tremendous change both within the College and across the industry.

The College is extremely proud to be a global leader in fashion education, research and consultancy. It offers over 60 undergraduate and postgraduate degrees and 165 short courses in all things fashion, from business to design and fashion curation. Staff and students use fashion alongside cultural and historical practice to challenge social, political and ethical agendas. Much of its success is down to its dedicated people, and you will play an important role in shaping the next generation of creative professionals, and impact on the future of so many creative industries.

This is a compelling time to join the College as it embarks on an exciting journey over the next four years and beyond. By 2022 the College will move to the Stratford Waterfront, as part of a new cultural hub in the Queen Elizabeth Olympic Park.



Values

Fashion shapes lives

Fashion can change lives. Through teaching, specialist research, and collaborative work, they empower their students to think differently, using fashion to examine the past, build a sustainable future, and improve the way we live.

Fashion means business

Through inspirational teaching they nurture the next generation of creative leaders and thinkers who work in responsible, analytical and ingenious ways. Their strategic commercial partnerships support local and global enterprise. Students benefit from their connections with industry and so does industry.

Fashion tells stories

They nurture every student's distinctive voice, teaching them how to challenge and define the future of fashion through cutting-edge media approaches across all channels: broadcast, print, digital, interactive, experiential – and experimental.

Fashion makes style

In design, they teach a combination of heritage and radical thinking. Craftsmanship and new technology. Engineering – and in-depth design research. They teach innovative ideas first – and then innovative practice to bring them to life.



Research at LCF

Research at LCF thrives within the College's unique specialist and transdisciplinary environment and is supported and resourced by dedicated research facilities such as those provided by cosmetic science and digital laboratories, Fashion Space Gallery (FSG), world-class library and archive.

LCF hosts two world-leading UAL Research Centres: [Fashion Curation](#) and [Sustainable Fashion](#); the [Digital Anthropology Lab](#) and seven Research Hubs including one that supports the activity of approximately 70 PhD students. Research spans practice and theory in design, performance, curation, artefact, psychology, cosmetic science, social science, sustainable and material practices, creative business and management, digital production and communication; film, media and cultural studies. In 2022 LCF is moving to the Queen Elizabeth Olympic Park (QEOP) in Stratford, and is a co-founder of the [Global Disability Innovation Hub](#), with Stratford East partners, UCL, Loughborough London, Sadlers' Wells and the V&A. Their newly formed Centre for Fashion Business and Innovation Research aims to influence through economic, cultural and societal impacts, the future role of fashion business in the global creative economy.

As one of six UAL colleges, LCF contributed to the Research Excellence Framework (REF 2014), where UAL's research was assessed as being 83% World Leading and international. It is first in the Power ranking for Art and Design: History, Practice and Theory. LCF research feeds directly into the University of the Arts London Research Strategy.





School of Media and Communication

Staff, students and graduates of the School of Media and Communication question and shape the future of the fashion media, communication and performance industries, creating meaningful communications and experiences for end users and creative solutions and responses to critical issues of our times. The rich networks and partnerships in the School provide opportunities to engage with industry, knowledge exchange and world leading research as well as with local and global perspectives and opportunities.

The School shakes up existing narratives around fashion and creates its own interpretations rethinking the relationship of disciplines and traditional approaches to production and consumption. It challenges what the industry represents and does through intellectual discourse, critical thinking, digital experimentation, and its students go on to hold defining positions in fashion media, reshaping the story of fashion worldwide.



Role Description

The Associate Dean will support the Dean of School in the strategic planning and effective operation of the School's academic offering. This involves being responsible for the development of teaching and learning strategies, the integration and promotion of collaborative activity between the different academic levels within the School, student progression, retention and attainment, the implementation of the UAL teaching, assessment and learning policies, Quality Assurance, monitoring processes and academic administration across the academic portfolio, and will work in close collaboration with the Director of Administration, Dean of Academic Development and Quality Assurance to achieve this.

The post holder will be a member of the School Senior Staff Team and LCF College Management Team and will deputise for the Dean of School as and when appropriate. The Associate Dean will also work closely with the Associate Deans across the College: Associate Dean: Research, Director of International and Director of Business and Innovation, in order to foster liaison between the College Research, Enterprise and International Teams and to ensure the School is active and participating in collaborative initiatives across all areas.

Duties and responsibilities:

- assisting the Dean in providing academic leadership of the School's academic portfolio, and providing effective management of the academic staff teams within the School;
- holding responsibility, together with the Dean, for the School's academic strategy in the development of new courses and the operation of the existing programme, and to achieve the highest possible academic standards for courses. This includes oversight of academic level validation and review processes for new and existing courses, and the compliance with quality procedures for the School's academic course portfolio, working in close collaboration with the Dean of Academic Development and Quality Assurance;
- responsibility for all the operational aspects of Quality Assurance processes for the School's portfolio of courses;
- assisting the Dean in the management and optimisation of the use of all resources, including staff and financial budgets allocated to the School;
- facilitating and promoting the development of new approaches to teaching and learning and the dissemination of good practice, working in close collaboration with the Associate Dean: Learning and Teaching;
- assisting the Dean in overseeing the marketing and recruitment of the School's courses (in conjunction with the College's Executive Group), the academic level student enrolment and subsequent monitoring/recording (in conjunction with the College's Academic Registry unit);
- working with course teams in ensuring procedures are in place to support student progression – UG to PG; PG to PhD study – by facilitating events that offer staff/students shared and collaborative engagement throughout their learning experience;
- assisting the Dean in taking responsibility for staff development and for staff professional practice (in collaboration with the Dean of Quality Assurance and Academic Development), research (in collaboration with the Associate Dean: Research), enterprise (in collaboration with the Director of Business and Innovation), and for personnel matters (in collaboration with the Head of College);
- developing strong partnerships with the Director of Business and Innovation and Director of International, network effectively with appropriate national and international academic institutions, and with a broad range of industry partners from the creative industries sector;

- contributing to the research profile of the College and the University, continuing to develop professional practice;
- deputising for the Dean where appropriate;
- managing staff as appropriate, including induction, probation, one to one meetings, PRA and recruitment;
- managing budgets where appropriate.
- undertaking teaching duties and all associated responsibilities in your specialist subject area as required;
- providing academic support to students, monitoring student progress and attendance and maintaining appropriate records;
- staying abreast of developments in your subject discipline through scholarly activity, professional practice and research, ensuring that these developments are reflected in the teaching and learning methods employed on the course;
- fully utilising University and other information and communication technologies in order to facilitate and enhance students' learning experiences and organisational effectiveness;
- ensuring the recruitment of students to School's academic programme is undertaken effectively and efficiently in accordance with University policies and Procedures;
- chairing School and College Committees, meetings and boards as appropriate;
- representing your subject area both at College and University level, acting as advisor/consultant internally and externally as may be required;
- contributing to the development and maintenance of links with industry particularly in relation to any placement programmes and/or any externally supported/ funded projects;
- devising income-generating activities, promoting, enhancing and maintaining the reputation of the Course or the School/College more widely;
- performing such duties consistent with your role as may from time to time be assigned to you anywhere within the University;
- undertaking health and safety duties and responsibilities appropriate to the role;
- working in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work;
- undertaking 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;
- making 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;
- conducting all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations;
- personally contributing towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).

Key Working Relationships:

- Managers and other staff, and external partners, suppliers etc; with whom regular contact is required;
- Dean of School;
- College Executive Group;
- Academic Teams;
- Associate Deans of School of Design and Technology & Fashion Business School;
- Associate Dean: Learning and Teaching;
- Associate Dean for Student Experience;
- Associate Dean: Research;
- College Support Teams – Technical and Administrative;
- UAL teams, as appropriate.



Person Specification

The successful candidate will be expected to demonstrate evidence of the following skills, capabilities and experience:

- relevant Post Graduate qualification;
- PhD or significant and demonstrable research credibility (desirable);
- demonstrable knowledge of academic provision, trends and issues in UK HE;
- relevant knowledge of Quality Assurance policy, processes and procedures;
- significant record of teaching, research and/or professional practice in your subject specialism or area within a Higher Education Institution;
- relevant experience of Quality Assurance policy, processes and procedures;
- significant experience of shaping and influencing developments within college/organisation through own contribution to area of expertise;
- considerable experience of leadership and management including effective management of resources and budgets;
- experience of successful management and delivery of transformational change within a HE setting, including culture change and managing stakeholder expectations;
- demonstrable experience of developing and sharing best practice within and outside the organisation.;
- significant experience of developing and supervising research and enterprise/commercial projects;
- communicates in a compelling and influential way adapting the style and message to a diverse internal or external audience in an inclusive and accessible way;
- motivating and leading a team effectively and setting the direction of one or more function, promoting collaboration across formal boundaries;
- applying innovative approaches in leading academic programmes, teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity. Applying own research to develop learning and assessment practice;
- contributing to advancing professional practice/research or scholarly activity in own area of specialism;
- effectively planning and managing operational activities or large projects to achieve long term objectives;
- building effective teams, networks or communities of practice and fosters constructive cross team collaboration;
- making a significant contribution to improving the student or customer experience in promoting an inclusive environment for students, colleagues or customers;
- identifying innovative solutions to problems to bring a wider benefit to the organisation.

Appointment Details and How to Apply

London College of Fashion is being assisted in this appointment process by the executive search firm Society.

Applications should consist of a full academic CV, ideally accompanied by a brief covering letter addressing the criteria in the Person Specification. To upload these documents via Society's website, [click here](#).

The deadline for receipt of applications is midday (BST) on Monday, 2 September 2019.

An appointment will be made subject to receipt of satisfactory references. The appointed candidate will be offered a salary that is commensurate with their experience and the seniority of their new role.



Photo Credits

- 1 LCF x Microsoft project 2018
- 2 **Emma Martin**, BA (Hons) Illustration and Imaging
- 3 Fashion Styling and Production student working at the Doodle Bar, 2018
- 4 **Isobel Pellow**, MA Costume for Performance
- 5 MA Fashion Cultures students developing primary research skills working with objects and archives at Bath Museum
- 6 **Michele Marshall**, MA Photography 2019
- 7 **Jiamin Yao**, MA Fashion Photography
- 8 **Dino Dinoulis**, Holographic Fashion Show 2, 2018
- 9 **Poppy Lees**, BA (Hons) Costume, The Silver Suit, 2019