

Job Description

Post title: Lecturer/Senior Lecturer in Fashion Marketing	Post No: D1037
Organisation Unit: School of Art and Design	Date compiled: 27th March 2013
Grade: H/I	Hours per week: 37 Weeks per year: 52
If fixed term, state duration:	
Immediate line manager: Academic Team Leader	
Designation and grade of any staff supervised by the postholder: None	
Job purpose: To teach Fashion Management, Marketing and Communication at undergraduate and postgraduate levels and to contribute to the development, assessment and management of academic programmes within the subject area; in addition to undertaking relevant research, commercial and consultancy activities.	
Principal duties and responsibilities: The role will encompass all of the following, but the balance of duties and responsibilities will be determined in discussion with the post holder's line manager:	
A) Subject Area	
1. To teach aspects of Fashion communication and promotion including some or all of the following: Fashion Forecasting/Prediction Fashion Styling and Visual Merchandising Fashion Journalism PR Digital Media and New Technologies	
B) Principal Duties	
1. To teach and provide supervision at undergraduate and postgraduate levels on programmes within Fashion Management Marketing and Communication subject area utilising appropriate teaching, learning, support and assessment methods. This to include undertaking marking, assessment and examination work and provision of timely feedback to students.	
2. As a member of the module/ level/ programme team and/or as leader of such a team, contribute to the management, planning, design, development and review of module and programme content, identifying areas of in need of revision, improvement or innovation in order to meet student and/or industry expectations. Contribute and or lead the accreditation of courses and quality control processes as necessary.	
3. Responsibility for the delivery, leadership and assessment of own modules, including projects and dissertations.	
4. Develop a range of approaches to teaching and learning which are innovative for the University and subject area which create interest, understanding and enthusiasm amongst students and reflect developing practice elsewhere, e.g. Case studies. Gather evidence from staff or students in order to prepare reviews of academic activity.	

5. Actively engage in subject research to support teaching activities and to contribute to REF or other research assessments, ensuring that module content is informed appropriately by topical research issues.
6. Identify sources of research funding and contribute to the process of securing funding for own research activities as appropriate.
7. Maintain relationships with national or international professional organisations within the subject field. This may involve links with professional bodies, e.g. re ongoing accreditation.
8. Actively engage in individual or collaborative research projects and scholarly activities, both internal and external to the University, applying the knowledge acquired to further develop both your teaching and other activities.
9. Liaise with national and/or international partners to ensure comparability of collaborative provision within the department.
10. Ensuring that knowledge of the relevant subject area is fully up to date by actively engaging in continuous professional development and scholarly activities appropriate to the post.
11. The post holder will be involved in motivating students, supporting them in learning and on occasion, personal difficulties, ensuring that appropriate internal or external specialist support for the latter is sought.
12. To prepare, organise and assist with student cultural visits, exhibitions, field trips and placements as appropriate and to attend all events, including Graduation days and open days, relevant to the programmes taught by the post holder.
13. Mentor colleagues with less experience and advise them on personal development; this may include the induction of new colleagues.
14. To undertake administrative duties appropriate to the post, including admissions, timetabling and adherence to University procedures.
15. Attendance at team meetings as required, and working cooperatively with the subject administration, Professional Services and technical team.
16. The postholder may be required to undertake any other duties which may reasonably be required as within the nature of the duties and responsibilities of the post as defined.

Special requirements:

Given the nature of the role, some weekend work and international travel may be required subject to the needs of the business.

All staff are expected to comply with the University's Health and Safety and Equal Opportunities policies in the performance of their duties.

Job description drawn up by	Steven Strachan	27th March 2013
Approved for department by	Steven Strachan	27th March 2013