

Person Specification

Post Title:	Lecturer/Senior Lecturer in Fashion Communication and Promotion	Post No: D1037
Organisation Unit:	School of Art and Design	
Grade:	H/I	Date Compiled: 27th March 2013

Attributes	Essential *	Desirable
Knowledge	<p>Understanding of the major subject areas within the Fashion Communication and Promotion discipline.</p> <p>An understanding of contemporary fashion communication issues of particular significance for the future development of the industry and profession.</p> <p>Detailed knowledge of one or more of the following areas to undergraduate or Postgraduate level:</p> <ul style="list-style-type: none"> • Fashion Forecasting/Prediction • Fashion Styling and Visual Merchandising • Fashion Journalism • PR • Digital Media and New Technologies 	<p>Detailed knowledge of contemporary teaching practices within Higher Education (HE)</p> <p>An understanding of the Fashion Management, Marketing and Communication research context and ethos within the UK Higher Education Sector.</p>

Skills	<p>Good interpersonal skills and an ability to communicate complex ideas effectively to students using a variety of teaching methods, thereby enhancing the student experience</p> <p>Excellent technical skills and fully conversant with appropriate industry standard software/professional practices</p> <p>Ability to undertake scholarly activity and conduct research in the discipline</p> <p>Good administrative, IT, and analytical skills</p>	<p>Ability to manage academic processes in a Higher Education environment</p> <p>An ability to empathise with staff and students and have an understanding of the issues affecting HE</p>		
Experience	<p>Proven Industry and/ or Higher Education teaching experience in fashion communication and promotion in one or more of the following areas:</p> <ul style="list-style-type: none"> • Fashion Styling and Image • Visual Merchandising/ Retail environments • Art Direction and Visual Communication • Fashion forecasting/prediction • Fashion Commentary and Journalism • Digital Media and new technologies • Events and PR management • Fashion Marketing and Brand Strategy 	<p>Higher Education teaching experience</p> <p>Relevant research or consultancy experience</p> <p>Undertaking relevant research and presenting results at conferences/industry events and publishing in journals</p> <p>Experience of facilitating independent study</p> <p>Experience of academic administration and organisational responsibilities within a HE environment</p>		
Qualifications	<p>A degree in Fashion Promotion or related discipline</p> <p>A teaching qualification in Higher Education (e.g. a PGCHE or equivalent, and/or Fellowship of the Higher Education Academy). Newly appointed lecturers who do not have a relevant teaching qualification or the equivalent, will be required to complete one following their appointment</p>	<p>Membership of relevant Professional bodies</p>		
Competencies	COMPETENCY – ESSENTIAL	LEVEL	COMPETENCY - DESIRABLE	LEVEL

	<p><u>Organisation and delivery</u> Plans time taking account of organisational priorities and other colleagues' work roles to achieve results</p> <p><u>Team working</u> Contributes to team development, seeking and testing improvements to the team's outputs/service</p> <p><u>Communicating and influencing</u> Communicates effectively with a wide range of diverse internal and external stakeholders, influencing and negotiating change. Networks internally to keep ahead of developments</p> <p><u>Creativity and Innovation</u> Reviews, tests and implements new concepts, models and approaches to practice in support of service implementation and delivery</p>	<p>2</p> <p>2</p> <p>3</p> <p>3</p>	<p><u>Making informed decisions</u> Uses analyses, reports and data to test the validity of options and assess risk before taking decisions. Ensures optimum decisions are taken</p> <p><u>Customer focus</u> Works to identify customer needs. Seeks feedback and develops service delivery accordingly. Influences and develops ideas to enhance customer satisfaction</p>	<p>2</p> <p>2</p>
<p>Person Specification drawn up by:</p>	<p>Steven Strachan</p>		<p>Date: 27th March 2013</p>	
<p>Approved for department by:</p>	<p>Steven Strachan</p>		<p>Date: 27th March 2013</p>	

* Please note: in compliance with our obligations under the Immigration, Asylum & Nationality Act 2006, we will require to check original documentary proof of eligibility to work in the UK