

**JOB DESCRIPTION**

**Job Title:** Lecturer/Senior Lecturer in Graphic Design (BA Graphic Design)

**School:** Architecture Computing and Engineering

**Grade:** 0.4 FTE Lecturer/Senior Lecturer

**Campus:** Docklands

**Responsible to:** Head of Department of Architecture and Visual Arts

**Liaison with:** Cluster Leader, Course Leaders and staff within the school

**Never Not Moving Forward**

Build your career, follow your passion, be inspired by our environment of success. #BeTheChange

The University of East London is one of the most diverse and vibrant universities in the global capital. Our pioneering and forward-thinking vision is making a positive and significant impact to the communities we serve, inspiring both our staff and students to reach their full potential.

Born in 1898 to serve the skills needs of the 2nd industrial revolution, the University of East London has commenced Year 4 of its transformational 10-year Vision 2028 strategic plan led by our Vice-Chancellor & President, Professor Amanda Broderick, to advance Industry 4.0 careers-1st education. We have a clear route-map to provide a springboard for the jobs and opportunities of the future; drive diversity in the 4.0 talent pipeline - working in partnership to promote talent wherever it is found; and to create an inclusive and sustainable, green future.

We are looking for forward-thinking, innovative, curious, high-energy, self-aware people who are passionate about making a positive difference and who will thrive in an inclusive and diverse University community who are never not moving forwards.

As one of the most socially inclusive and international Universities and comprising one of the most diverse staff populations in the UK (50% of our professoriate identify from black or minority ethnic backgrounds), we are hugely proud of our track record in reducing inequalities (ranked 1st in the UK & 2nd globally, Times Higher Education Global Impact Rankings, 2020) and our commitment to equality, diversity and inclusion is at the heart of Vision 2028.

We are building an environment of success where colleagues are supported to achieve, and our community can flourish and thrive. We are an accredited Investors in People Award Institution and have achieved the Investors in People Health and Wellbeing Award. With Athena Swan Awards and being one of a small number of Universities to have achieved the Race Equality Charter Award, we continue on our journey to address and reduce barriers to opportunity.

So, if you are looking to build your career in a dynamic, inclusive and performance-focused team and are inspired by our environment and drive for success, we want you to apply to join the University of East London. We are looking for inspirational individuals who have a passion to make a positive difference to people and planet, creating a more sustainable future for everyone.

**JOB PURPOSE:**

The post holder will bolster the course’s core graphic design teaching, with a focus on branding, art direction and image-based communication. They will have a strong portfolio of integrated design projects as well as analogue making skills and will be comfortable with a variety of design processes, including ideation and design thinking.

The post holder will be tasked with building collaborative projects with other creative disciplines within the school and wider university, namely Photography, Fine Art, Architecture and Fashion, providing a realistic working model for graphic design as a value-added activity. Similarly, the post holder will concentrate on connecting students to external competitions and live briefs.

The post holder will work closely with the Course Leader to promote a future-facing vision of the Graphic Design course. This will involve externalising course content to potential applicants and developing new means by which to reach them. The post holder should be well connected to local and/or global design communities and be able to draw on those networks to strengthen the course’s connections to industry and help channel graduates to employment.

**MAIN DUTIES AND RESPONSIBILITIES:**

* To contribute to teaching and assessment for undergraduate courses including tutorials on a variety of modules with a main responsibility to BA Graphic Design
* To contribute to the development and review of relevant undergraduate and postgraduate courses
* To share knowledge of key graphic design practice, working across and combining both analogue and digital media
* To be able and willing to teach outside of own specialism on the basis of a broad understanding of the subject area
* To effectively share their understanding of sustainable, ethical and environmental approaches to graphic design
* To provide critical analysis of contemporary and historic design practice
* To develop students’ professional skills, building relevant contacts both locally and internationally including supporting graduate internships
* To support the end of year show and other related promotional activities such as open days, social media and outreach
* To undertake and/or oversee admissions duties
* To contribute to the organisation and supervision of Study Abroad trips
* To coordinate with Technical colleagues regarding preparation of workshops and provisioning of spaces and equipment
* To contribute to the evaluation and purchase of equipment for student use
* To support teaching and learning developmental initiatives within the school
* To undertake research, publication and scholarly activities and contribute to the general research life and activities of the school
* To act as an Academic Advisor to a number of students
* To undertake school and university administrative duties as appropriate and in consultation with the Head of Department and or the Dean of School
* To represent the school on various internal and external committees in consultation with the Head of Department/Dean of School
* To work in accordance with the University’s Equal Opportunities Policy
* To facilitate engagement with external competitions (e.g. D&AD New Blood)

**PERSON SPECIFICATION**

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS**

**Essential criteria:**

* A degree in Graphic Design or associated subject (A/C)
* A strong portfolio of graphic design and/or visual communication projects (A/I)
* A record of some related teaching experience in graphic design (A/I)

**Desirable Criteria:**

* A postgraduate qualification in a relevant area is desirable but not essential (A/C)
* Membership of a professional institution/body A/I)

**KNOWLEDGE AND EXPERIENCE**

**Essential criteria:**

* Relevant industrial experience in graphic design and related teaching experience (A/I)
* Active participation in local/global design community/networks (A/I)
* A strong working knowledge of relevant software and equipment (A/I)

A good record of commercial projects or clear evidence of potential to achieve this (A/I)

**TEACHING AND LEARNING SUPPORT**

**Essential criteria:**

* A strong commitment to widening participation and a deep understanding, based on solid experience, of how to bring out the best in students from diverse backgrounds, including those who may have under-performed in the past (A/I/P)
* An inspirational teacher who collaborates well with colleagues and students in order to achieve the best possible outcomes for students (A/I/P)
* A strong commitment to high quality, reflective and collaborative professional practice in teaching and learning in higher education (A/I/P)
* A dynamic and innovative approach to the teaching of any aspect of graphic design (A/I/P)

**SKILLS AND ABILITIES**

**Essential criteria:**

* Highly organised and self-motivated (A/I)
* Highly skilled in technical aspects of graphic design with the ability to produce work of exceptional technical quality and craft precision (A/I)
* Effective interpersonal skills; ability to communicate at all levels to students and staff and to teach students at different levels of understanding (A/I/P)
* Ability to administrate and provide tutorship (A/I)

**Desirable criteria:**

* Module leadership skills (A/I)

**Essential skills:**

* Digital design workflow and asset handling (A/I)
* Analogue and digital image making skills (A/I)
* Layout and editorial design skills (A/I)
* Ideation and design processes (A/I)
* Professional experience: working with clients/briefs, art direction, copyright, business acumen (A/I)
* Use of new and emerging technologies and delivery platforms such as YouTube, Instagram, Meta etc. (A/I)
* Adobe Creative Cloud (A/I)
* Microsoft 365 (A/I)
* Microsoft Teams (A/I)

**Desirable skills:**

* Print production (A/I)
* Project management/logistics (A/I)
* Moving image (A/I)

**PERSONAL ATTRIBUTES / QUALITIES**

**Essential criteria:**

* Ability to work within a multi-disciplinary team of staff and to liaise with Programme Leaders and Staff working in the School (A/I)
* Ability to direct, organise and deliver lectures, studio teaching and dedication to teamwork (A/I/P)
* Commitment to and understanding of equal opportunities in a diverse and multi-cultural environment (A/I)
* Excellent interpersonal skills, including those required for pastoral care of home and international students from a variety of academic and social backgrounds (A/I/P)

**Desirable criteria:**

* Experience with outreach/marketing (I/P)
* Potential to attract research funding (I)

**Criteria tested by Key:**

A = Application

C = Certification

I = Interview

P = Presentation