

**JOB DESCRIPTION**

**Job Title:** PT Lecturer-Fashion Marketing and Communication

**Grade:**  HPL

**College /School:** Arts & Creative Industries

**Campus:** Docklands

**Responsible to:** Head of Department, Media, Fashion & Communications

**Liaison with:** University staff, students, suppliers,technicians, course and module leaders

**ABOUT THE UNIVERSITY OF EAST LONDON:**

The University of East London has been pioneering futures since 1898: from the 2nd Industrial Revolution through to where we are now, the 4th. We are a careers-led university, dedicated to supporting our students to develop the skills, emotional intelligence and creativity needed to thrive in a constantly changing world.

Vision 2028 has been developed to transform our curriculum, pedagogy, research impact and partnerships to make a positive difference to student, graduate and community success. Our ambitious but achievable goal is to become the leading careers-focused, enterprising university in the UK, one which both prepares our students for the jobs of the future and provides the innovation to drive that future sustainably and inclusively.

**JOB PURPOSE:**

We are seeking knowledgeable professionals in Fashion Marketing and Communication, with a degree or equivalent qualification and prior teaching or training experience. The ideal candidate will demonstrate a fervent passion for leveraging their subject matter expertise within the vibrant industries of fashion and communication. You should be a proactive collaborator, possessing excellent time management and communication skills, ready to contribute effectively to our dynamic team.

You will provide assistance with the preparation, teaching, administration, and assessment activities within your area of expertise for the Fashion Marketing and Communication course. Most teaching is on campus, although some online teaching might also be offered. Your contributions will be highly valued and appreciated, as they will directly impact the quality of our course and the learning experience of our students.

**MAIN DUTIES AND RESPONSIBILITIES:**

* To facilitate and conduct educational activities for specific student groups by offering organized learning opportunities such as orientation sessions, classes, tutorials, lectures, seminars, workshops, tutorials, off-site visits and student presentations (including graduate showcase).
* To guarantee that teaching spaces are properly prepared for their teaching session and to depart them in a comparable condition.
* To collaborate with the course team, in line with the course leader, in conducting formative and summative assessments.
* To perform academic administrative duties pertaining to the documentation of attendance, completion of tutorial records, progress reports, and other responsibilities linked to course organization in the context of specific teaching and learning activities.
* To enhance course development and quality procedures by actively participating in course planning meetings, course/Programme committees/Boards, end-of-unit review, and, where necessary, annual course monitoring, as needed.
* To maintain effective and efficient contact with the course leader, colleagues, and students, utilizing the University's email system and student virtual learning environments when appropriate.

**PERSON SPECIFICATION**

**EDUCATION QUALIFICATIONS AND ACHIEVEMENTS:**

**Essential criteria;**

* Bachelor’s degree in a relevant field or practical experience in your stated experience is required. Advanced degrees, such as a Master's, are strongly preferred.

**KNOWLEDGE AND EXPERIENCE:**

**Essential criteria;**

* A deep understanding of the fashion industry, including current trends, history, and future directions. (A/I)
* Proficiency in core marketing principles such as market research, consumer behaviour, branding, and digital marketing. (A/I)
* Expertise in digital marketing techniques, including social media strategy, content creation, and digital advertising. (A/I)
* Ability to teach effective communication strategies in the context of fashion, such as public relations, media engagement, and storytelling through fashion branding. (I)
* Knowledge of sustainable practices in fashion. (I)
* An understanding of the business side of fashion, including retail management, supply chain logistics, and financial principles specific to the fashion industry. (A/I)
* Familiarity with fashion technology, such as e-commerce platforms, virtual reality, and AI in fashion. (I)
* An understanding of cultural diversity and global perspectives in fashion. (I)
* Practical experience in the fashion industry is highly valuable, as it enables bridging theory with practice. (A/I)
* Knowledge of Fashion sector/industry (I)

**Desirable criteria;**

* Experience of working with students in a studio/workshop-based environment (A/I)
* Knowledge of Adobe Creative Suite (A/I)

**SKILLS & ABILITIES:**

**Essential criteria;**

* Organised and self-motivated (A/I)
* Ability to communicate at all levels with effective interpersonal skills with both staff and students (A/I)
* Ability to support students and staff in a practical environment (I)

**Desirable criteria;**

* Ability to identify problem areas and demonstrate solutions clearly (I)
* Excellent visual communication skills (I)

**PERSONAL ATTRIBUTES AND QUALITIES:**

**Essential criteria;**

* Good interpersonal skills (A/I)
* Ability to work positively within a multi-disciplinary technical staff team (I)
* Commitment to and understanding of equal opportunities issues and anti-racist practice within a diverse and multicultural environment (A/I)

**Criteria tested by Key:**

A = Application form

C=Certification

I = Interview

T = Test

**UEL Anti-Racism Statement**

The University of East London is committed to championing an environment where everyone has equitable treatment and access to resources and services that will make their learning and working journey a success. This will allow our students and staff to live, work and learn in an atmosphere devoid of the demeaning effects of discrimination, prejudice, marginalisation and racism.

The murders of George Floyd, Ahmaud Arbery, Breonna Taylor and others sparked global anti-racist protests and a rise in prominence of the Black Lives Matter movement. In particular, it has been a devastating reminder of the insidious way racism is reproduced and the destructive impact it has on lives and communities. We have all been challenged to do more, and at the University of East London we are taking the necessary steps to ensure that we are.

Racism in any form is contradictory to our commitment. It occurs with or without malicious intentions, often as a result of unconscious bias and the prejudices we have been socialised in. It is caused not only by the isolated actions of individuals but also by policies and practices of institutions. Whether intentional or unintentional, individual or institutional, racism is pernicious and detrimental to our communities and societies.

Through this statement, the University of East London reaffirms its anti-racist position and its commitment to nurturing an environment that stands against the institutional and societal structures of inequity. We are an institution that opposes systemic racism, Eurocentric dominance and all other structures that contribute to their existence. We will not accept racist and discriminatory behaviours, gestures or language towards any member of our community in any form.

Though we have made great strides in this area, including being recognised by Times Higher Education as the top UK university for reducing inequalities and being one of only fifteen institutions to receive a bronze award in the Race Equality Charter, we know there is more work to be done. To this end, we will continue to embed anti-racism in all our activities and ensure that our institution is one where every individual can thrive. Dismantling racist structures is not an outcome that can be achieved overnight. It requires every member of our community to stand in solidarity and work together with the recognition that a better tomorrow is possible.