

# JOB DESCRIPTION

**Job Title:** L/SL in Fashion Marketing and Communication

**School/Service:** Arts & Digital Industries

**Grade:** G

**Campus/Location:** Docklands

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

**Liaison with:** Students, university staff, industry, other professional and academic organisations, schools and colleges

## ABOUT UEL:

## We are diverse, we are original and we are making a difference to society. We are the University of East London. We pride ourselves on the real-world relevance of our courses and research and the impact we are making in our east London community and the wider world. We are an open and inclusive university that is focused on transforming the lives of our students. For the third successive year, we have risen in the Times Higher National Student Survey (NSS), and this year we achieved 85% for overall satisfaction – the highest score UEL has ever recorded. This has elevated us twenty places in the UK league table and we now sit in the top fifty of the table for the first time.

## The UEL student body is rich in its diversity and students are drawn from a wide range of backgrounds and age-groups. We are committed to providing a high quality, innovative, relevant and research-led teaching experience which attracts, engages and develops students, supporting their academic achievement and professional ambitions. We look for outstanding teachers, who exude a love of teaching, who inspire and motivate both students and colleagues through their approaches to teaching, and who are strongly committed to achieving excellent outcomes for students.

## JOB PURPOSE:

To effectively develop and deliver high quality, innovative and engaging teaching on academic programmes in the fashion area.

To take on the role of course leader (if required)

To support the delivery of University & School strategy through contributing and engaging in relevant plans and initiatives.

To engage in research, enterprise, knowledge transfer and/or professional activity to inform teaching practice and enhance the reputation of the university.

To collaborate and work collegiately with colleagues in the School and from across the University to deliver on the above.

## MAIN DUTIES AND RESPONSIBILITIES:

The successful candidate will be expected to carry out their duties across teaching for UG Fashion courses in our cluster to support curriculum development in fashion business and management.

You will be expected to have good knowledge and understanding in fashion business, which includes but is not limited to fashion marketing and communication, international fashion business, current developments in fashion markets, business technology, marketing strategies, fashion merchandising processes and the supply chain to name a few. You will also be expected to support UG/PG Fashion Business Research related modules which include the delivery of fashion research classes and supervising MA Fashion Business students.

Specializing in one of the following fields is highly desirable, although not mandatory: marketing, communications, enterprise management, retail management, sustainability models, or creative direction.

The following duties and responsibilities are intended to give a broad indication of the variety of tasks that a Lecturer/Senior Lecturer may be expected to undertake. This is not an exhaustive list of activities and employees may be asked to undertake other duties commensurate with the grade. The job description may also be amended to take account of changed circumstances, in consultation with the employee.

**Teaching**

1. Design, develop, deliver and assess teaching materials across a range of modules, programmes and courses in the subject area at undergraduate level.
2. Collaborate with colleagues and management on the development of existing and new programmes with the view of continuous improvement.
3. Marking/assessing tasks, assignments and examinations and providing timely and constructive feedback to students.
4. Respond to student feedback and taking action as appropriate.
5. Develop teaching strategies, materials and assessments which are inclusive and appropriate to the student population.
6. Act as the module/programme leader, taking responsibility for allocated programmes/modules and coordinating activities, resources and assessments.
7. Act as academic advisor to a group of allocated students, pro-actively engaging with all students ensuring feedback is provided in a timely and appropriate manner.
8. Use listening, interpersonal and pastoral care skills to deal with sensitive issues concerning our diverse student body.

**Research & Knowledge Exchange**

1. Develop, sustain and implement a personal research and development plan in consultation with your line manager and/or School senior management.
2. To undertake research, publication and scholarly activities and contribute to the general research life and activities of the School.
3. Contribute to knowledge transfer and dissemination of research findings and advance the academic debate in the area of expertise.
4. Engage in continuing personal and professional development, gaining or maintaining relevant professional qualifications and accreditations.

**Other**

1. Contribute to university activities, particularly those intended to enhance the student experience and improving attainment gap.
2. Participate and actively engage in university activities, including Open Days, school meetings, committees and assessment boards.
3. Participate in and develop external networks, for example to contribute to student recruitment, secure student placements, and facilitate outreach work.
4. Contribute to the planning and implementation of the organisational strategy at school and subject level.
5. To work within the University’s equal opportunities policies and procedure and actively promote equality, diversity and inclusion.
6. To undertake such duties as may be assigned by senior management

# PERSON SPECIFICATION

## EDUCATIONAL QUALIFICATIONS AND ACHIEVEMENTS

**Essential criteria**

PGCE teaching qualification and/or Fellowship of the Higher Education Academy (A/C)

Postgraduate qualification plus relevant industry experience (A/C)

## Desirable criteria

PhD/professional doctorate in a relevant area (A/C)

## KNOWLEDGE AND EXPERIENCE

**Essential criteria**

Experience of teaching or training in Further and/or Higher Education with a specific focus on fashion business, an understanding of fashion business in diverse cultural contexts and experience of designing project-based assignments that link to industry (A/I/T)

Knowledge and experience of fashion business, the supply chain, operations management, fashion markets, industry developments and enterprise. (A/I)

Comprehensive experience of curriculum design and development (A/I)

Experience of working collaboratively and in partnership with internal and external academic colleagues and industry (I)

## Desirable criteria

Experience of using blended and inclusive learning methods and strategies (I)

Experience with fashion enterprise and fashion business development (I)

Knowledge of supply chain, sourcing and production (I)

Commitment to decolonising the curriculum (I)

Understanding of the current and developing zeitgeist within the fashion industry (I)

## SKILLS AND ABILITIES

**Essential criteria**

Ability to teach and convey ideas to students from a wide variety of backgrounds and a deep commitment to closing the award gap, gender equality, and LGBTQIA awareness/visibility/empowerment (A/I/T)

Theoretical and practice-based knowledge in fashion enterprise, retail, business management and professional use of MS Office. (A/I/T)

Ability to work as a member of an academic team in the design and delivery of modules and programmes (I)

Ability to undertake and project manage administrative tasks, monitor own work programmes and successfully deliver programmes of work whilst proactively meeting deadlines and developing good professional relationships with students, colleagues, employers, and outside agencies. (A/I)

## PERSONAL ATTRIBUTES/QUALITIES

**Essential criteria**

Commitment to anti-racist practice and an understanding of equal opportunities issues within a diverse and multicultural environment (A/I)

A strong commitment to high quality, reflective and collaborative professional practice in teaching and learning in higher education (A/I/T)

## Criteria tested by key: A = application form, C = certification, I = interview, P = presentation, T = micro teaching task

**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.