



**Cardiff
Metropolitan
University**

**Prifysgol
Metropolitan
Caerdydd**

JOB DESCRIPTION

Job Title:	Senior Lecturer in Fashion Marketing – Teaching and Scholarship (Programme Director in Fashion Marketing)
Post number:	NM100XX
Department:	Cardiff School of Management
Location:	Llandaff Campus
Grade:	8AB
Salary:	£43,758 - £50,702 per annum plus 1K honorarium
Tenure:	The Senior Lecturer post is permanent The Programme Directorship and associated 1K honorarium is for a five year period only. Following this date, the Programme Directorship role will be re-advertised. Should the current incumbent not be re-appointed, they will remain in the role of Senior Lecturer in Fashion Marketing.
Hours:	Full Time
Accountable to:	Dean of School/Associate Dean (Home Programmes)
Line managed by:	Head of Department – Marketing and Strategy

This job description is indicative, not prescriptive, and the balance of duties will be in accordance with the contract of employment.

Role Summary:

The Marketing and Strategy department is seeking to appoint a motivated and enthusiastic academic at the Senior Lecturer level specialising in the field of Fashion Marketing. The department's marketing portfolio currently includes foundation, undergraduate and postgraduate provision. At undergraduate level, the department currently offers the BA (Hons) Marketing Management

Degree, as well as compulsory modules on the BA (Hons) Business and Management with Marketing. At Masters level, a new MSc Strategic Marketing have been added this year in addition to compulsory marketing modules on the MBA and MSc International Business Management.

A new undergraduate Fashion Marketing Management degree is to be added to the marketing portfolio for Sept 2017. You will take a leading role in developing and shaping this new degree. The degree will have a strong focus on the unique way in which fashion products are marketed. The degree will offer a blend of marketing content with specialist knowledge of the fashion industry.

You will be working with a team of highly skilled and motivated marketers to build and raise the profile of Fashion Marketing within the school and at a regional level.

You will:

- Have a distinguished professional track record in fashion marketing.
- Have an excellent awareness of marketing, fashion, merchandising, journalism, film/photography and their impact upon the fashion marketing and society alike.
- Design your teaching to be informed by contemporary research which leads to students developing the ability to engage in current debates, discourse and logical thinking.
- Be proactive, inspirational and highly motivated with experience of innovative teaching and successful development, planning and co-ordination of module and/or programmes of study and teaching/teams.

Through your professional networks, you will promote the continuous development of the courses, reflecting critically on the broader context of practice and educational provision internationally.

Principal Duties and Responsibilities:

1. In relation to the Life-Cycle of the Programme:

- To manage either a discrete programme or a number of pathways on a programme.
- Taking responsibility for the development of the programme in line with the School Strategic Plan and, where appropriate, professional body requirements.
- To be responsible for the quality assurance of the programme through compliance with Cardiff Metropolitan University's quality assurance processes (including: responding to external examiners reports, leading the programme through periodic review etc).
- To compile the Annual Programme Report.
- To ensure that the programme documentation, including student handbooks and programme specifications, is current and accurate.
- To oversee the delivery of an appropriate teaching and learning and assessment strategy for the programme as a whole.

- To ensure the comprehensive evaluation of the programme by students, employers, external examiners etc. and to ensure that issues emerging from such evaluation are addressed.
- In liaison with the Collaborative Provision Office and Link Tutors/Moderators, to consult with Collaborative Partners in relation to modifications to the programme as appropriate.

2. In relation to the Life-Cycle of the Student:

To oversee the Student Life-Cycle, taking responsibility for:

- In conjunction with Communications, Marketing and Student Recruitment (CMSR), attracting appropriate student numbers to meet enrolment targets. (For example, through the use of high quality marketing materials such as entries in the prospectus, leaflets, flyers, promoting the programme through open days, in response to off-the-street enquiries or other marketing events).
- Overseeing the successful recruitment, selection and enrolment of all students to the programme. (This may include overseas admissions and the assessment of all special cases in conjunction with other Cardiff Metropolitan University units such as CMSR, Registry, ISD and Student Services).
- Preparing an appropriate induction programme and inducting all students effectively.
- Identifying time-table needs for the effective delivery of the programme.
- Being responsible for the confirmation of student marks, ensuring that students receive adequate and timely feedback.
- Overseeing student progress including withdrawal and transfer and ensuring that appropriate records are maintained.
- To ensure that appropriate arrangements are made for the pastoral care and personal tutoring (including Personal Development Plans) of students.
- Presentation of graduands at the Graduation ceremonies.

3. In relation to other elements of the role of Programme Director:

- To co-ordinate the activities of, and provide academic leadership for the academic team delivering the programme, in line with the requirements of Cardiff Metropolitan University's Academic Handbook.
- Ensuring the efficient operation of the Programme(s) Committee, in line with the requirements of Cardiff Metropolitan University's Academic Handbook.
- Attending and contributing to the School's Learning and Teaching Committee.
- To be the main point of contact between the programme and any external bodies, for example educational bodies, employers and professional bodies to foster collaboration.

4. In relation to management responsibilities (where appropriate and dependent upon the structure within the school)

- Provide first line support for colleagues, referring them to sources of further help if required.

- Responsible for the programme budget and for administering that in accordance with Cardiff Metropolitan University's financial regulations.
- Contribute to the overall management of the Programme in areas such as human resource management, financial management, business and programme planning.
- Appraise and review staff on personal and career development plans.

ROLE PROFILE

Principal Duties and Responsibilities:

This role profile is indicative, not prescriptive, and the balance of duties will be in accordance with the contract of employment.

Principal Duties and Responsibilities:

Teaching and learning support

- Design, develop and deliver a range of programmes of study (sometimes for entirely new courses) at various levels.
- Review on a regular basis course content and materials, updating when required.
- Develop and apply appropriate teaching techniques and material which create interest, understanding and enthusiasm amongst students.
- Ensure that course design and delivery comply with the quality standards and regulations of the university and department.

Research and scholarship

- Engage in pedagogic and practitioner research and other scholarly activities.
- Contribute to the development of teaching and learning strategies.
- Work in conjunction with others to apply subject knowledge to practice.

Communication

- Disseminate conceptual and complex ideas to a wide variety of audiences.

Liaison and networking

- Lead and develop internal networks for example by chairing and participating in School and Institutional committees.
- Provide professional advice e.g. act as external examiner.
- Lead and develop external networks for example with external examiners and assessors e.g. professional associations.
- Develop links with external contacts such as other educational bodies, employers, and professional bodies to foster collaboration.

Managing people

- Provide academic leadership to those working within programme areas, as course leader or equivalent, by for example agreeing work plans to ensure that courses are delivered effectively or organising the work of a team by agreeing objectives and work plans with reference to the Academic Handbook.
- Contributing to the development of teams and individuals.
- Act as a personal mentor to peers and colleagues.
- Resolve problems affecting the quality of course delivery and student progress within of own areas of responsibility, referring more serious matters to others, as appropriate.
- Leading/contributing to courses through pedagogy /research activity.

Teamwork

- Help to lead teams within areas of responsibility.
- Help to ensure that teams within the department work together.
- Participate to help resolve conflicts within and between teams.

Pastoral care

- Responsible for dealing with referred issues for students within own educational programmes.
- Provide first line support for colleagues, referring them to sources of further help if required.

Initiative, problem-solving and decision-making

- Resolve problems affecting the delivery of courses within own educational programme and in accordance with regulations.
- Make decisions regarding the operational aspects of own educational programme.
 - e.g. Contribute to decisions which have an impact on other related programmes.
 - e.g. Monitor student progress and retention.
 - e.g. Provide advice on issues such as ensuring the adequate balance of student population, appointment and student and other performance matters.
 - e.g. Spotting opportunities for strategic development of new courses or appropriate areas of activity and contributing to the development of such ideas.

Planning and managing resources

- Responsible for the delivery of own educational programmes.
- Contribute through the teams within which you are a member of to the overall management of the department in areas such as resource management, business and programme planning.
- Lead in setting standards and monitoring progress against agreed criteria for own area of responsibility.
- Be involved through various routes in departmental level strategic planning and contribute to the Institution's strategic planning processes.

- Plan and deliver consultancy or similar programmes within the constraints of resources available.
- Be responsible for quality, audit and other external assessments in own areas of responsibility.

Sensory, physical and emotional demands.

- Balance the pressures of teaching and administrative demands and competing deadlines.

Work environment

- Within the context of Cardiff Metropolitan University's H&S Policy depending on area of work (e.g. laboratories, workshops, studios) may be expected to take responsibility for conducting risk assessments and reducing hazards.

Expertise

- In-depth understanding of own specialism to enable the development of new knowledge and understanding within the field.

Standard Notification

These guidelines are provided to assist you in the performance of your contract. The university is a dynamic organisation; therefore changes may be required from time to time. Any changes will be made in consultation with the post-holder. The Summary of Duties and Responsibilities is not intended to be an exhaustive list of tasks performed. Other associated technical tasks are likely to be performed as directed by the line manager.

It is accepted that individual staff will have a specialist skills and knowledge base in relation to the role they have been appointed to. In addition to this, Cardiff Metropolitan University expects that all staff will contribute to the vision and ethos of the university and conduct themselves in a professional, courteous and student/customer focused manner at all times. All staff should have particular regard for their responsibilities under Cardiff Metropolitan University's Equalities, Financial, Environmental and Sustainability, Human Resources and Health and Safety policies and procedures.



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PERSON SPECIFICATION

Post: Programme Director in Fashion
Marketing

Unit/School: CARDIFF SCHOOL OF
MANAGEMENT

*Key

A - Application form
I - Interview
T -Test

FACTORS	ESSENTIAL AND DESIRABLE CRITERIA	ASSESSED BY		
		A*	I*	T*
Education and Qualifications (Essential)	A good honours degree and/or equivalent professional qualification	X		
	Ability to attain a Doctorate within an agreed timescale.	X		
	Ability to achieve Fellow Status as part of the Higher Education Academy's Professional Recognition scheme, within agreed timescales (as soon as is practicably possible and definitely within three years of commencement of employment).	X		
	Membership of a professional body related to either Marketing and/or the Fashion Industry.	X		
Education and Qualifications (Desirable)	Fellow Status as part of the Higher Education Academy's Professional Recognition scheme.	X		
	CIM Qualification.	X		

Knowledge (Essential)	An in-depth knowledge of specialist subject and professional area.	X	X	X
	An in-depth understanding of pedagogy	X	X	X
	An in-depth understanding of research/enterprise and scholarly activity	X	X	X
	Have an excellent awareness of marketing, fashion, merchandising, journalism, film/photography and their impact upon fashion marketing and society alike	X	X	
Knowledge (Desirable)	National /international recognition in specialist subject and professional area			

Skills and Abilities Relating to Role (Essential)	Ability to design, develop and deliver a range of programmes at various levels.	X		
	Ability to review programme design on a regular basis to ensure compliance with quality standards and academic regulations and to make alterations where appropriate.	X		
	Ability to contribute to the achievement of the School Development Plan and the institutions strategic planning processes.	X		
	Ability to identify opportunities for strategic development/improvement e.g. new courses, consultancy.	X		
	Ability to identify (through the analysis of appropriate management information) areas requiring improved performance e.g. student numbers, student satisfaction.	X	X	
	Ability to take responsibility for a number of key areas such as Chairing and participating in School and Institutional committees, leading projects.	X	X	
	Ability to communicate and disseminate complex and conceptual ideas in a variety of ways – presentations, reports, learning materials, results of scholarly activity, feedback etc. to a wide variety of audiences.	X	X	
	Ability to lead and contribute to the development of teams to ensure effective and productive working relationships.	X	X	
	Ability to lead/develop/work collaboratively with a number of internal and external networks, e.g. professional associations, external examiners.	X		
	Ability to plan workloads and projects and manage resources effectively.	X		
	Ability to provide professional advice to a wide range of stakeholders.	X		

Skills and Abilities Relating to Role (Desirable)	Excellent communication skills, both written and oral with good planning, motivation and self-organisational skills.	X		
	Proven time management skills.	X		
	Ability to use initiative, to adopt an active approach to problem solving using imagination and creativity when finding solutions to problems.	X		
Experience Paid/Unpaid (Essential)	Experience of HE teaching or equivalent.	X	X	X
	Experience of providing academic leadership and first line support/mentoring for other colleagues.	X	X	
	Experience of engaging in pedagogic and practitioner research.	X	X	X
	Experience of contributing to the development of academic strategies for example, teaching and learning, research and enterprise.	X	X	X
	Experience of managing performance through the setting, monitoring and review of objectives.	X		
	A distinguished professional track record in fashion marketing	X		
Experience Paid/Unpaid (Desirable)	Experience of working in multi-disciplinary teams.	X		X
	Experience of participating in extracurricular activities.	X		X
Other Requirements (Essential)	Ability to risk assess and implement policy/strategy in relation to Equality and Diversity, Health and Safety, Quality Standards.	X		
Other Requirements (Desirable)	Experience of working in an internationalised classroom context.	X		