

Company: London College Contemporary of Arts
Department: Academic
Role: Subject Lead – in Fashion Management & Marketing (FMM)
Reporting to: Course Director in Fashion Management & Marketing (FMM)
Direct reports: N/A
Location: Tower Hill, London
Salary: Competitive

Role Summary

The BA (Hons) Fashion Management and Marketing course has strong industry links and moves in tandem with a fast-paced fashion world, providing students with up-to-the-minute knowledge, excellent transferable skills and a high employability rate. Students are introduced to a wide range of possible career paths, including buying and merchandising, PR and marketing, branding and visual merchandising. With this comprehensive experience across Fashion Management & Marketing and creative business skills, our graduates are perfectly positioned to embark on a career in the fashion industry.

The course focuses on the realities of the fashion industry and places emphasis on employability and strategic approaches while promoting creative thinking within a commercial context. Students will work with industry professionals and will undertake live, and industry set briefs. In their second-year students will have the opportunity to undertake a period of work placement and will produce a critical analysis and future proposal for their placement company.

The course produces highly employable graduates who possess essential and transferable skills relevant to the fashion management industry. Skills in buying, merchandising, fashion forecasting, marketing and management strategies, PR and marketing, economic and business development. It enables students to develop industry standard communication skills through report writing, graphic presentation and professional pitches.

The subject lead role focuses on creating holistic approaches to teaching and learning within Fashion Management and Marketing (FMM) ensuring that the experiences delivered will progress and retain students. The candidate must have an impeccable track record in delivering student success as well as strong industry links that will enhance and enrich the nature of delivering.

As the Subject Lead, you will lead and manage on the design, development and delivery of the curriculum and all areas of learning, teaching and assessment. Staff will look to you for leadership and support, while you will be entrusted with efficient quality control, resource management and a collaborative working approach.

This is also an opportunity for the role-holder to work with and assist the Course Director in this crucial curriculum area within the College. The role holder will be expected to engage in research and or professional practice to increase their subject, practice and pedagogic awareness. The role holder will be expected to teach students in fashion and to contribute to extra-curriculum activities, such as delivery of staff development programmes and other cross-College initiatives. The role-holder will

focus on key subject specific disciplines within the fashion management and marketing degree and be responsible for the design, development and delivery of the modules linked to these disciplines.

The successful candidate will have a demonstratable teaching record of innovation and success in the classroom across all levels, programme design, creation of teaching materials and discipline expertise.

The role holder will be expected to engage in research and or professional practice/enterprise in subject-specific territories.

LCCA courses are unique in that they may be taught across the week (in the day); in two evenings in the week and at the weekend. Candidates may have to teach across evenings and weekends, as determined and discussed at your interview matched against your preference, the workload and resource allocation and needs of the business. Or, if your preference is swayed toward a particular mode of delivery (week versus weekend) please make this clear in your application.

**subject specific disciplines include, but will not be limited to, as our Fashion Management and Marketing degree's receive (re)validation):*

- Fashion Buying and Merchandising
- Fashion Management
- Fashion Marketing
- Fashion Branding and Promotion
- Forecasting and Fashion Futures
- Visual Merchandising and Experiential Retailing
- Strategic Research, Implementation and Career Planning
- Trend Forecasting and Concept Development

Key Activities & Responsibilities

- Full-time members of staff are expected to teach to the full teaching load across all levels (4-6 essential) in your specialist subject area and L7 (desirable).
- To set, promote and maintain appropriate educational and professional standards of good practice in teaching, delivery, and curriculum development.
- To undertake general course management responsibilities including lesson planning, teaching, curriculum development, assessment, timetabling, resource planning, assessment scrutiny, materials auditing, online resource creation and management, creation of unit handbooks and teacher handbooks, admissions, and administration to ensure successful development and delivery of the FMM programme by working with the course director. To undertake standardisation: setting assessments at the correct level, oversight of marking within teams, standardisation of feedback.
- To undertake a teaching programme, providing academic and pastoral support to students as necessary, monitoring student progress and maintaining appropriate records.
- To maintain strong links with related industries and professional bodies, keeping up to date with latest developments in the subject area and maintaining a professional level of expertise in relation to teaching and subject developments in the field.
- To work with the academic team, contributing to curriculum development and the review and development of cross-disciplinary teaching strategies.

- To fully utilize the College and other information and communication technologies to facilitate and enhance students’ learning experiences and organisational effectiveness.
- To undertake research and scholarly activity and/or professional practice in a relevant discipline.
- To attend and contribute to course related meetings and examination boards as required.
- To assist the course director in course team meetings, course committee meetings and organize and prepare for examination boards.
- To support / co-ordinate projects and promote the exchange of ideas and methods of working with Course director across specialist areas to broaden the student’s experience.
- To contribute to an annual course monitoring report and ensure the continuous improvement and development of the course.
- To manage the overall program of teaching and assessment within the subject including liaison with associated staff.
- To support and work closely with the Course director and Director of Programmes to facilitate the appropriate implementation of college-wide policies and initiatives in relation to teaching and learning and curriculum development.
- To perform such duties consistent with your role as these may from time to time be assigned to you anywhere within the College.
- To undertake health and safety duties and responsibilities appropriate to the role.
- To work in accordance with the Colleges’ Equal Opportunities Policy and to promote equality and diversity in your work.
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the College’s Planning, Review and Appraisal scheme and staff development opportunities.
- To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organizational effectiveness
- To supervise dissertation and projects as requested

Requirements for the role

Qualifications/Education

Essential	Desirable
<ul style="list-style-type: none"> • Relevant BA and postgraduate qualification or equivalent professional experience • Teaching qualification (PG Cert or equivalent) 	<ul style="list-style-type: none"> • PhD or Higher-level research degree • Fellowship (or Higher) of the Higher Education Academy

Knowledge & Skills	
Essential	Desirable
<ul style="list-style-type: none"> • Expertise and the ability to develop course materials in the subject specialism. • Applies an inquiring, innovative and reflexive approach to teaching • Considers equality, diversity and inclusivity in all aspects of teaching practice • Shows commitment to understanding the range of students’ experiences within a course • Ability to motivate and work in a collaborative way with staff and students • Demonstrate, promote and facilitate collaborative ways of working across the organisation • Ability to design and deliver units of study that introduce and develop the complex range of theoretical and practical concerns of the discipline • Demonstrate an understanding of assessment practice including how to assess the work and progress of students and provide constructive, developmental and challenging feedback • Demonstrate relevant professional networks and relationships that bring expert external knowledge to student learning, employment and enterprise • Effectively plan and manage workload, prioritising work to meet deadlines and achieve personal, team and course objectives • Collaborates and works effectively within team and across professional groups • Works effectively and respectfully with a wide range of people • Fosters inclusive and constructive teamwork and problem-solving • Plans, prioritises and manages resources effectively to achieve objectives 	

Experience	
Essential	Desirable
<ul style="list-style-type: none"> • Experience of teaching & assessment in a Higher Education environment • Experience of curriculum design and development and the creation of course materials that support student development • Experience of an innovative and inclusive approach to teaching in Higher Education, contributing to student success • Experience of leading and managing education (people, curriculum, quality & standards) • Experience of teaching the discipline in a HE environment 	

- Evidence of research, knowledge exchange and/ or professional practice that contributes to the advancement of the Discipline and is relevant to the goals of the Course, College and Creative Industries as a whole
- Evidence of using contacts within subject peer group to develop partnerships or collaborations

The post holder may be asked to undertake different or additional duties in line with business requirements at the request of their line manager.

There is an expectation that all employees will maintain the values of the Group and will comply with the code of conduct as well as equality and diversity, health and safety, GDPR and safeguarding policies.

There will be an occasional need to undertake business travel between other sites within London and across the UK.