



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Lecturer in Fashion Marketing: Strategy and Innovation, School of Design, Faculty of Arts, Humanities and Cultures



Salary: Grade 7 (£33,199 - £39,609 p.a.) or Grade 8 (£40,792 – £48,677 p.a.)

Reference: AHCDE1071

Closing date: 12 July 2019

We will consider flexible working arrangements

Lecturer Fashion Marketing: Strategy and Innovation, School of Design, Faculty of Arts, Humanities and Cultures

Are you an academic/professional with proven abilities to carry out teaching and research in Fashion Marketing and Communications? Are you able to use your expertise to support or complement our existing strengths in Fashion Marketing/Management, Fashion Enterprise, Fashion/Textile Design and Graphics and Communication Design?

We are looking to appoint a Lecturer in the field of Fashion Marketing: Strategy and Innovation at the level of 1.0 FTE, with the core purpose of the role to provide leadership in the development of the [School of Design](#) as a centre for both research and teaching in this area. The position will also focus on developing a strong network of engagement with the regional activities and centres.

The School of Design is part of the Faculty of Arts, Humanities and Cultures which consists of nine dynamic and diverse Schools which offer vibrant research and a commitment to excellence in teaching. You will join an experienced, innovative and diverse team to teach across our programmes, support module design, course leadership and student experience, as well as leading the development of research projects. In addition to establishing new research you will also be actively involved in producing high quality publications and contributing to the School's Research Excellence Framework (REF).

You will be a creative and innovative Fashion Marketer practitioner/academic researcher, and regarded as a leading authority within your own area. You will have a PhD or equivalent professional qualifications in Fashion Marketing or related area and a developing record of either research, pedagogy, or commercial and industrial collaboration commensurate with the level of the post. You will have an in depth understanding and personal experience of the relationship of fashion education with the fashion industry, both nationally and internationally. Creative and highly motivated, you will be a committed teacher and outstanding communicator able to contribute to teaching and administrative activities in Fashion Marketing. We attract high achieving and ambitious students whose abilities are matched by their creativity and enthusiasm. You will contribute to a dynamic learning environment and share your knowledge and expertise in fashion marketing. You will be forward thinking with excellent digital communication and team working skills, as well as possess the capacity to teach in a



multi-disciplinary environment. This appointment to a role in a dynamic and growing School of Design offers considerable potential for personal initiative and fulfilment.

What does the role entail?

As a Lecturer in the field of Fashion Marketing: Strategy and Innovation, your main duties will include:

- Undertaking research-led teaching at all levels of our taught postgraduate and undergraduate programmes, including assessment and examinations and contributing towards module design, review and quality assurance mechanisms;
- Attracting high quality postgraduate research students to the University and providing them with excellent supervision which supports timely completion and subsequent employability;
- Providing support and guidance to students, providing timely feedback, acting as a personal tutor, resolving issues and/or referring to specialist parties, where appropriate;
- Pursuing and maintaining a record of high quality publications and original research publications of international standing suitable for inclusion in the School's submissions to the Research Excellence Framework (REF);
- Contributing effectively to the administrative processes and committee structures of the School, Faculty and University;
- Engaging with Fashion Marketing activities and building partnerships. Contributing to and supporting student shows and exhibitions, locally and internationally.
- Pursuing and maintaining a record of innovation in teaching, contributing to the Teaching Excellence Framework, achieving HEA accreditation.

At Grade 8, your main duties will also include:

- Promoting the discipline of Fashion Marketing: Strategy and Innovation and securing international prestige for both the discipline and the University. Representing the University externally, developing and maintaining networks and promoting links with Research Councils and external organisations;
- Being actively involved in research, innovation and impact at a national and international level as well as contributing to local School/Faculty activity;
- Promoting the integration of your own research area with other research interests within, and, as appropriate, outside the School and Faculty;



- Attracting research funding to underpin high quality research activity and research programmes/projects;
- Taking on leadership roles and managing initiatives which facilitate School, Faculty or University performance or business.
- Being recognised as an authority in your field, developing and maintaining an external profile as appropriate to the discipline.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.

What will you bring to the role?

As a Lecturer in the field of Fashion Marketing: Strategy and Innovation you will have:

- A PhD degree (or near to completion meaning the initial version of the thesis has been submitted) in Fashion Marketing and Fashion Brand Communication or equivalent professional qualifications in Fashion Marketing or related area;
- An understanding and interest in areas within Fashion Marketing and Fashion Brand Communication;
- An ability to apply Fashion Marketing: Strategy and Innovation theory to solving commercial problems and objectives;
- A developing track record of high quality research publications in the field of the creative industries, commensurate with career stage, with the potential to achieve the highest standards of research;
- A clear plan for future research projects and associated bidding plans;
- A proven record of teaching in a University environment, with an enthusiastic and innovative approach to teaching and the ability to interact with students in ways that will enhance the student experience;
- Experience of proactively developing new and innovative teaching and assessment approaches and materials;
- The ability to work with a team of colleagues and to manage commitments in a timely and strategic manner;
- The ability to contribute to management and administrative processes and structures;
- Excellent communication and IT skills to support and enhance teaching and research.



At Grade 8, you will also have:

- A record of high quality research publications commensurate with career stage, demonstrating the capability to produce world-leading research;
- A proven track record of securing significant funding for research and a clear plan for future bidding and funding opportunities;
- Experience of supervising PhD candidates and a strong commitment to supporting doctoral-level research;
- The proven ability to provide an outstanding student learning experience (at both undergraduate and postgraduate level in line with the School's developing portfolio) and to develop the student curriculum at postgraduate level in an innovative and creative way;
- Experience of developing international links with other leading research groups or centres and/or evidence of effective engagement with and influencing national and international research agendas;
- A strong record of working with cultural and creative organisations and of developing opportunities for collaboration; e.g. academic research, impact, consultancy and/or student internships or placements;
- Excellent communication and organisational skills, with the ability to work effectively with and within a team of colleagues and to manage commitments in a timely and highly strategic manner;
- Proven ability to manage modules, academic administration, staff and students.

At Grade 7, you may also have:

- Experience of teaching international students;
- Module management experience;
- Experience of supervising Masters level Dissertations;
- Experience of supervising PhD students;
- Demonstrable experience of securing funding for research, commensurate with your career stage.

At Grade 8, you may also have:

- Experience of teaching large groups of international postgraduate students.



How to apply

You can apply for this role online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised [closing date](#).

Contact information

To explore the post further or for any queries you may have, please contact:

Professor Chris Carr, Head of School

Tel: +44 (0)113 343 3094

Email: c.carr@leeds.ac.uk

Additional information

Working at Leeds

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our [Working at Leeds](#) information page.

Candidates with disabilities

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at disclosure@leeds.ac.uk.

Criminal record information

Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending. Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

