



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Lecturer in Fashion Marketing and Brand Communication, School of Design



Salary: Grade 7 (£33,797 - £40,322 p.a.)

Reference: AHCDE1089

Fixed-term for 1 year

Post available from October 2020

Lecturer in Fashion Marketing and Brand Communication, School of Design, Faculty of Arts, Humanities and Cultures

Are you an academic with proven abilities to carry out teaching and research in Fashion Marketing and Brand Communication? 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 and Brand Communication, with the core purpose of supporting the continued development of the School of Design as a centre for both research and teaching in this area. The position will also focus on developing strong networks of engagement with the regional activities and centres.

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). 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 have a PhD in Fashion Marketing or related area and a developing record of research and pedagogy commensurate with the level of the post and with a clear indication of the ability to achieve internationally recognised standards of excellence. You will also have experience of working in commercial and industrial settings and be a committed teacher and outstanding communicator able to contribute to teaching and administrative activities in Fashion Marketing and Brand Communication. This appointment to a major 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 and Brand Communication, your main duties your main duties will include:



- Undertaking research-led teaching at all levels of our taught 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, and working towards HEA accreditation.

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 and Brand Communication, you will have:

- A PhD degree in Fashion Marketing and Brand Communication, or a related area;
- Experience of working in commercial and industrial settings within Fashion Marketing and Brand Communication;
- A developing track record of high quality research publications in the field of marketing, the creative industries, and consumer behaviour, commensurate with career stage, with the potential to achieve the highest standards of research;
- A plan for future research projects and associated bidding plans;



- A 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.

You may also have:

- Experience of teaching international students;
- An understanding of visual communications within Fashion Marketing and Brand Communication, as well as theory and practice;
- Knowledge and understanding of Adobe Creative Suite (Photoshop, InDesign, Illustrator);
- Module management experience;
- Experience of supervising Dissertations at both UG and PGT level;
- Demonstrable experience of securing funding for research, commensurate with your career stage.

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 Maria Lonsdale, Head of School

Email: m.lonsdale@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.

