

## JOB DESCRIPTION

<b>Job Title:</b>	Lecturer/Senior Lecturer in Design	<b>Grade:</b>	AC2/AC3
<b>Department:</b>	Creative Professions and Digital Arts (CPDA)	<b>Date of Job Evaluation:</b>	July 2017
<b>Role reports to:</b>	Head of Department		
<b>Direct Reports</b>	Programme Leader		
<b>Indirect Reports:</b> <b>Other Key contacts:</b>	Deputy Head of Department, Programme Leaders Students, academic and administrative colleagues		
This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.			

### **The Department of Creative Professions and Digital Arts (CPDA)**

The CPDA Department is one of the newest in the University of Greenwich. It was founded in early 2014, to amalgamate the students and programmes in emerging creative practices across the faculty, and to focus the energies of staff and students in a way that encourages collaboration and skill sharing across a wide range of creative disciplines.

The establishment of the Department is recognition of the importance of creative and cultural practices in the emergent knowledge economy. It reveals our sophisticated technical achievements, as well as creative flair, demonstrating that sometimes these things are exactly the same. The environment for students is one where practical work and creativity are the key values of what we teach and research, allied with strength in understanding the significance of the work we generate. The emphasis is on developing students' creative abilities to good professional standards in industries that are increasingly discriminating, which demand high quality ideas and the capacity to carry them out. For students in all disciplines, the recent move to new facilities in Stockwell Street represents a significant shift forward in their experience.

Given the rapid rate of change in the production of creative content, one of the key values that drive our programmes and research is the development of the imagination, and the capacity to apply ideas in a wide range of creative contexts, using a broad collection of approaches. In our Department, students will engage with graphic designers, filmmakers, artists, performers and cultural thinkers, using up to date technologies, but also with a view to being able to respond to future changes in the professions we support. Nothing in creative practice is ever stagnant by definition, and our programmes equip students to cope and thrive in the dynamic environments they will encounter in the future, whatever direction they take. Our graduates have the imagination and vision to respond to the expanding application of creativity in the economy, and we feel confident they will be able to do the jobs of tomorrow as much as today.

### **PURPOSE OF ROLE:**

This is a new post created in response to the recent validated programme of Graphic Design, and has been developed as an extension of our existing provision and capacity in this area, in particular the opening of the new facilities at Stockwell Street. You will contribute to the delivery of existing courses and programmes at undergraduate and postgraduate level, and

actively support and shape new provision as it develops, noting that a variety of post-production techniques are taught across a range of abilities and creative priorities within the department. It is expected that you will have professional level in Graphic Design / Typography and Branding interests in practice and research, and current knowledge of the rapid changes taking place in this part of the print production.

For some time there has been increasing demand within our programme for the role of a design practitioner beyond simply acquiring the skills, as an approach to print production, project management and decision-making in shaping the form of design thinking and design making projects. As such, you will be expected to support BA Graphic and Digital Design students at all levels.

The course has a growing yearly intake and national and international projects with commercial clients. The programme is also active in exhibitions, publications and other related outward facing activities; therefore you will require a solid record in project management and team skills to support these activities.

There are opportunities for research and professional practice collaborations with colleagues, and we currently have a number of PhD projects running in this area. In particular, the department's research focusses on the ways in which the development of the technology changes long-standing relationships in the design process, and impacts on the creative and business processes, determining what is produced as a result.

You will be expected to contribute to discussions about our resources and curriculum design issues in conjunction with technical and academic staff, from the perspective of visual communication and design, and to encourage the best use of our new facilities in the Stockwell Street building. This includes contributing to the development of teaching material and case studies for courses taught on campus and also at collaborative centres to provide a rich set of resources in this area. As part of your role, you would develop and maintain teaching material using a VLE.

You will be expected to engage in research and enterprise activity to enhance your teaching and forge links with the creative industries sector in Greenwich. The Faculty has a strong focus on employability and preparing students for work in commercial environments, and your role will include supporting students and colleagues in meeting the employability needs of the students. The Department is keen to develop its student employability strategy further, so we would be especially interested in hearing from candidates who can bring experience of working in a commercial visual communication and design environment.

You may take on a course leadership role and will be expected to act as a module tutor and year tutor. Attendance at team meetings as required, and working cooperatively with Professional Services and technical team.

As part of a teaching team within the Department, your role will include providing pastoral care to students, assisting in the administration associated with running of programmes within the Department, and contributing to Departmental outreach activities, such as providing support to Open Days at weekends.

## **KEY ACCOUNTABILITIES:**

### **Team Specific:**

- To contribute to departmental planning and development in relation to Graphic design programme
- To contribute to design and implementation of departmental courses, including linking these to research outcomes and enhancing student achievement through teaching;

- To support others with skills in relevant hardware and software used in the creative process, such as creative software (Photoshop, Illustrator, InDesign).
- To share practical knowledge of a range of relevant technologies, liaising with academics, technical staff and students, and be capable of co-ordinate design making processes on varying scales;
- Be able to draw on practical experience of visual communication, typographic practice, printing techniques for teaching, research and facility planning processes;
- To contribute to design based courses that require experience/understanding of various design areas.

**Generic:**

- Develop and deliver high quality teaching resources, including lectures, seminars, tutorials, workshops and on-line resources, at both undergraduate and postgraduate levels, and provide supervision for practice and theory projects.
- Follow a programme of teaching development and professional practice as determined by Head of Department, keeping abreast of current developments and contemporary changes in Graphic design processes, equipment and techniques, and seek continuous improvement through own professional practice;
- Participate in the research and enterprise activity of the Faculty, developing your own research profile, including a negotiated programme of research that includes professional practice;
- Understand and implement policies, guidelines and standard operating procedures in relation to academic duties, including the maintenance of student records, course co-ordination, personal tutoring and assessment;
- Maintain an overview of the welfare, progression, examination and assessment of allocated students.

**Managing Self**

- Commitment to team work with an ability to work independently;
- Communication with colleagues in a professional manner at all levels of the University, with students and when representing the University to outside organisations;
- Excellent time management and organisational skills
- Ability to work effectively, delivering agreed outputs under pressure and to deadlines.

**Core Requirements**

The Department is looking for a candidate with strong creative practice, research understanding and good teaching skills to support the development of the subject area, to augment existing expertise and to exploit the opportunities of our new facilities at Stockwell Street.

The successful individual should have significant creative practice experience in a relevant discipline, plus creative industries experience, to assist the Programme Leader and the design team with the day-to-day operation of learning, teaching and assessment within the area of Design and Visual Communication. You will assist with the development of programmes, including curriculum development, and will be required to undertake research, practice based research and/or consultancy activity.

We are particularly interested in receiving applications where specialty in teaching, design practice and/or research is indicated in the following priority areas:

**Typography/information design** (landscape and public spaces)

**Design for publication** (delivery across all platforms)

**Experience Design:** (delivery across all platforms)

**In addition, the candidate will be expected to:**

- Adhere to and promote the University's Equality and Diversity policies and Information Security;
- Ensure compliance with Health & Safety regulations; University of Greenwich
- Support and promote the University's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible.

**KEY PERFORMANCE INDICATORS:**

- Contribution to the development of post-production within the scope of departmental activities in course development, teaching, research and enterprise activities;
- Accountability for areas of specific responsibility in course and subject areas;
- Evidence of improved achievement in curriculum outcomes by students in this area of creative practice;
- Achievement of agreed individual research programme;
- Contribution to collaborative research with colleagues;
- Consistent and professional standard of formal and informal feedback to students, including being timely and constructive;
- Professional communication with colleagues, students and external organisations;
- Achievement of professional development goals as negotiated.

In addition to the above, additional performance indicators will be established in consultation with the Head of Department in line with specific roles undertaken.

**KEY RELATIONSHIPS (Internal & External):**

Students  
Academic colleagues  
Technical Staff  
Employers and Local business practitioners  
Head of Department  
Programme leader  
PVC of Faculty  
Department and Faculty administrative staff  
Research community in area of subject specialism  
Teaching community in areas of best practice  
Colleagues in the wider University

PERSON SPECIFICATION		
	Essential	Desirable
Qualifications/ Experience	<ul style="list-style-type: none"> <li>• PhD in Graphic Design or relevant field / or willing to obtain a PhD within a specified time frame.</li> <li>• M-level qualification in a relevant Design discipline.</li> <li>• Significant practical work experience within a relevant field (minimum 5 years)</li> <li>• Portfolio of work in areas of: <b>Typography/Design for publication</b> (delivery across all platforms) <b>Graphic Design /Branding:</b> (delivery across all platforms)</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant teaching qualification e.g. PgCE and/or membership of the HEA.</li> <li>• PhD in Graphic Design or relevant field / or willing to obtain a PhD within a specified time frame.</li> </ul>
Relevant experience	<ul style="list-style-type: none"> <li>• Regarded as an authority in field of specialism both by internal and external peers, through a track record of research and/or professional practice.</li> <li>• Knowledge, skill and experience of working with VLEs, Adobe Creative Suite and online communication tools.</li> </ul>	<ul style="list-style-type: none"> <li>• Membership of relevant professional association(s).</li> <li>• Experience of current practice in studio management or production practice in the field of design and visual communication</li> <li>• Experience of marketing in the field of Games.</li> </ul>
Teaching	<ul style="list-style-type: none"> <li>• Experience of contributing to curriculum design and development.</li> <li>• Willingness to teach at a range of different levels, i.e. undergraduate, postgraduate.</li> <li>• Fellowship of the Higher Education Academy</li> </ul> <p>Note: Newly appointed lecturers who do not already hold HEA Level 2 Professional Recognition (HEA Fellow) will be required to achieve this within 2 years of starting at UoG</p>	<ul style="list-style-type: none"> <li>• Teaching experience at HE of FE level</li> </ul>
Research/Scholarly Activity	<ul style="list-style-type: none"> <li>• Commitment to Research, Development or Scholarship plus at least two of the following: Strong professional and industrial/enterprise links.</li> <li>• Experience and involvement with externally funded research/enterprise development projects</li> </ul>	<ul style="list-style-type: none"> <li>• An established record of accomplishment in income generation or publication of design</li> <li>• Potential to/track record of generating external research and/or enterprise income.</li> </ul>

Personal attributes /Skills	<ul style="list-style-type: none"> <li>• We are looking for people who can help us deliver the <a href="#">values</a> of the University of Greenwich: Excellence, Determination, Inclusivity, Ambition and Creativity</li> <li>• </li> <li>• Excellent communication skills both oral and written.</li> <li>• Excellent presentation skills.</li> <li>• Good interpersonal skills, commitment to collaborative working as well as own creative/artistic perspective;</li> <li>• Preparedness to incorporate student experience into practice based research projects;</li> <li>• Preparedness to develop self and own skills with technological and creative change.</li> </ul>	<ul style="list-style-type: none"> <li>• Potential to contribute to consultancy and income generation activity.</li> </ul>
Values	<ul style="list-style-type: none"> <li>• To support the University Mission and commitment to working within University policies and procedures. Flexible approach.</li> <li>• Adaptable to change</li> </ul>	
Teamwork	<ul style="list-style-type: none"> <li>• Demonstrable team-working and interpersonal skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Established contribution to a programme or programmes in HE</li> </ul>