



## Job Description

### Lecturer – Fashion Marketing in the Department of Manchester Fashion Institute

Manchester Metropolitan University is one of the UK's largest and most popular Universities. Manchester Fashion Institute is a multi-disciplinary department bringing together fashion expertise and talent from across the University, Manchester and the world. We are an international hub that connects education, research and enterprise to inspire the next generation of industry leaders. Home to a community of fashion designers, buyers, merchandisers, managers, researchers, product developers and marketers, our fashion courses cover the breadth of the industry from fashion design, to management, business and product development.

We seek a Lecturer in Fashion Marketing to contribute to teaching and student experience across a range of undergraduate and postgraduate programmes with subject expertise which might include brand marketing, identity and brand positioning; consumer behaviour, luxury marketing, strategy, marketing communications, international marketing, market research etc.

The post holder will also be expected to contribute to the research and/or knowledge exchange activities of the department for example by producing high quality research outputs and developing funding bids OR demonstrate an interest in developing expertise and innovation in the delivery of teaching and/or student experience.

#### **Research**

Lecturers will plan and carry out research using appropriate methodology and techniques, which result in high quality publications submitted to the Research Excellence Framework (REF) at acceptable levels of volume and academic excellence. They will pursue personal research including developing research ideas and securing financial support for their subject area. They will:

- Successfully publish results of research to the REF, in peer reviewed journals or monographs, or publish/exhibit professional practice.
- Prepare successful proposals and applications to external bodies to secure funding.
- Develop novel methodologies and techniques appropriate for their research.
- Apply knowledge in a way that develops new intellectual understanding.

#### **Knowledge Exchange and Enterprise**

Lecturers will seek knowledge transfer and business engagement opportunities to support the development of knowledge in the relevant area, share best practice, and use knowledge to improve graduate employability with an overall aim to enhance the reputation of the University. They will:

- Build opportunities for partnership working and knowledge exchange.
- Develop internal and external partnerships in order to disseminate information, share best practice and establish opportunities for collaborative work.



- Develop, or use existing industry knowledge to develop the curriculum to enable relevant and up-to-date learning to enhance graduate employability.

### **Learning and Teaching**

Lecturers will develop and deliver undergraduate and postgraduate programmes in line with the Faculty's teaching strategy and participate in the overall contribution to enhancing the reputation of the University for Teaching Quality and success. They will:

- Teach on courses at a range of levels within the faculty; promoting skills in critical and rational thinking.
- Develop appropriate assessments, supervise, mark, and examine projects, student dissertations and practical work, providing support and guidance on academic and pastoral issues and act as a Personal Tutor to students.
- Embrace new technological developments that support learning and teaching and incorporate them into best practice.
- Review and support the development of high quality programme content in response to student feedback and new developments in the relevant field.
- Contribute to the development of new programme proposals and the design of teaching programmes more widely in the Faculty.

### **Academic Citizenship and Leadership**

Lecturers will promote the department, faculty and University by supporting a range of departmental activities. They will:

- Contribute to management processes and planning to promote and incorporate the student voice into departmental decision-making.
- Contribute to widening participation, schools outreach, and public understanding of the relevant area.
- Attend relevant meetings, panels and boards to contribute to decision making and develop productive working relationships across teams.
- Support a range of departmental activities such as recruitment and admissions, open days and other student events and use these activities to gain a better understanding of student needs and expectations.
- Work collaboratively with colleagues to develop high quality working practices.
- Provide support and pastoral care to students.
- Engage in training programmes in the University (e.g. through Staff Development) which are consistent with your needs and aspirations and those of the department.
- Engage fully with the annual Performance and Development Review (PDR) process.
- Undertake such other duties as may be reasonably requested and that are commensurate with the nature and grade of the post.

### **What we are looking for**

- A good first degree together with a PhD in a relevant discipline or equivalent qualifications.



- A PGCE, Certificate of Education, PGCLTHE or membership of the Higher Education Academy (or commitment to obtain within three years of appointment).
- Membership of relevant Professional bodies, demonstrating professional standing.
- An in depth understanding of Fashion Marketing.
- Commitment to the University's strategic objectives, with a focus on supporting the student experience
- Commitment to the University's policies and procedures including promoting equality in own area of responsibility and in general conduct.

In some circumstances, we will consider applicants who do not have these qualifications but are committed to obtaining them and have equivalent significant attainment in their professional field.

### What you will bring to the role

#### **Research**

- Experience of using initiative, creativity and judgement when undertaking research and scholarly activities in an area that fits with the University's Research/Practice Strategy such as:
  - Preparing successful proposals and applications to external bodies to secure funding.
  - Publishing results of research to the REF, in peer reviewed journals or monographs, or publishing or exhibiting professional practice.

#### **Knowledge Exchange and Enterprise**

- Demonstrable experience of knowledge exchange, enterprise and similar activity.
- Experience of and commitment to develop partnerships to further research, research led teaching and knowledge exchange/enterprise in a competitive environment.

#### **Learning and Teaching**

- Experience of teaching effectively and providing a stimulating environment for learning and teaching to motivate, inspire and challenge.
- Ability to design, deliver, assess and revise teaching programmes.
- Experience and success in developing new approaches to learning and teaching methods.

#### **Academic Citizenship and Leadership**

- Excellent communication skills with experience of developing networks and contributing to the development of better working practices.
- Ability to utilise knowledge and understanding of students' needs to promote, and incorporate the student voice into Faculty decision making through management processes and planning.

