



**NORWICH UNIVERSITY OF THE ARTS**  
**Lecturer: Fashion Communication and Promotion**



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UNIVERSITY  
OF THE ARTS**

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## Supporting Information

Norwich University of the Arts (NUA) is a dynamic, modern and creative community providing arts, design, architecture and media education from a unique campus at the heart of the city's cultural quarter. Whilst the institution's history can be traced back to 1845, we are contemporary and forward thinking with industry standard facilities. NUA's mission is to be the best specialist university for Arts, Design and Media study in Europe, producing graduates of the highest quality and inspiring students and staff to achieve excellence in the creative and cultural spheres.

Students and alumni win a wide range of prizes and awards for their work at national and international levels including an Oscar nomination, two BAFTAs, several coveted D&AD Yellow Pencils, The Tigerprint Award at New Designers and prizes from Bradford Textiles Society, Association of Photographers, Graduate Fashion Week and Jerwood. 94% of undergraduate and 97% of postgraduate students are in employment or further education within six months of graduating. Our graduates are influential contributors and commentators on the creative and cultural industries they serve.

We continue to grow our student numbers through the introduction of new courses, responding to what industry tells us is needed, which continues to strengthen our position as a university able to attract the best and most committed students.

If you are successful in your application, you will join a dedicated, friendly team of academic and professional services staff. We realise making career choices requires careful consideration and hope that as you learn about us you will be inspired by our ethos and plans for the future of NUA and that you will want to join our team.

### **Professor John Last** Vice Chancellor

For further information on the NUA and our Community please view the **Joining our Creative Academic Community** document on our website.



# Lecturer: Fashion Communication and Promotion

Full time

One year fixed term

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**£32,004 to £38,183 per annum**

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BA (Hons) Fashion Communication and Promotion at Norwich University of the Arts (NUA) is a relatively new addition to the university, enrolling its first cohort of students in September 2015.

The course offers students the opportunity to study a wide range of subjects relating to fashion branding, marketing and promotion in the creative and inspiring atmosphere of an independent, specialist art, design, architecture and media institution. Alongside the benefits of becoming part of a wholly creative community of makers, doers and thinkers are the equally important advantages of well-resourced workshops, library, open lectures, exhibitions and events, as well as collaborative projects with students across disciplines.

A lecturer with a background in Fashion Communication and Promotion is required to join the team for our BA (Hons) Fashion Communication and Promotion degree course. The role involves supporting the development, teaching and running of the course and includes teaching relevant core subjects, organising skills-based workshops, liaising with technical staff and assessing student work.

The successful applicant will have a broad knowledge of the practice and theory of fashion marketing and promotion with specific skills and industry experience in one or more of the following: art direction, styling and photography for fashion; fashion publication and graphic design.

The postholder will have good organisational skills and competency with relevant design software such as Photoshop, Illustrator and InDesign. You will have an understanding of learning and teaching strategies at degree level, together with skills in team-working and organisation and a commitment to promoting student employability.

As an equal opportunities employer, we welcome applications from all suitably qualified persons. We would particularly welcome applications from the black, asian and minority ethnic (BAME) community who are currently under-represented at this level in this area. All appointments will be made on merit.

**Closing date: 5.00 pm Friday 7<sup>th</sup> July 2017**  
**Interviews will be held on: Monday 17<sup>th</sup> July 2017**



# Job Description

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## Lecturer: Fashion Communication and Promotion

Reports to: Course Leader – Fashion Communication and Promotion

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### Job Purpose

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Engage in relevant areas of professional practice, research and scholarly activity (including pedagogy), ensuring that these contribute to the fulfilment of the objectives of the University's Strategic Plan, Learning & Teaching Strategy and the Research Strategy.

Teach, promote learning and undertake assessment in the post holder's specialism and other agreed disciplines, working collaboratively with other staff to ensure a high quality student experience.

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### Main Responsibilities

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- Teach, promote learning and undertake assessment in specialism and other agreed disciplines across the institution.
- Develop and implement effective learning, teaching and assessment methods.
- Contribute to innovation in learning, teaching and assessment within the subject and more widely across the University.
- Act as a personal tutor as directed by the Course Leader.
- Assist curriculum development in the area of specialism.
- Contribute to the planning, design and development of course objectives, materials and learning.
- Set, mark, assess and provide feedback on student work.
- Contribute to discussions and/or liaise with external examiners.
- Contribute to the annual monitoring of courses and student progression.
- Participate in course approval and review events.
- Contribute to the recruitment and selection of students including external recruitment fairs and University Open Days.
- Engage and collaborate in professional practice, research and scholarly activity (including pedagogy).
- Contribute to course, NUA promotion, marketing and publicity.
- Provide pastoral guidance for students.
- Membership of Course, Faculty and University committees as agreed with line manager, or as elected by staff.
- Assist in the management of the subject area budget as allocated by Course Leader.
- Contribute to student recruitment activities, including external recruitment fairs, University Open Days and interviewing of applicants.

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## Further information

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### **Equal Opportunities**

All members of staff are required to support the University's policy on equal opportunities and to ensure that their work practices reflect that commitment.

### **Health & Safety**

All members of staff are responsible for ensuring their procedures and practices are compliant with the University's Health and Safety Policy.

### **Policies & Procedures**

To comply with any policy and procedure as regularly updated and published on the intranet applicable to your role, e.g. Confidentiality, Data Protection, IT Acceptable Use, Disaster Recovery, Quality Management and Enhancement procedures etc.

### **Staff Development**

Participate in Staff Appraisal and Development Review and Staff Development and Training activities as well as maintaining own subject knowledge.

Engage with the Higher Education Academy Professional Recognition Scheme as agreed with the line manager.

### **Confidentiality**

Maintain confidentiality regarding all aspects of work.

### **Variation to Job Description**

Norwich University of the Arts reserves the right to vary the duties and responsibilities of its employees within the general conditions of service. The duties and responsibilities outlined above will be periodically reviewed and may be altered as the changing needs of the University may require.

# Person Specification

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## Lecturer: Fashion Communication and Promotion

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### Essential

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- A broad knowledge of the practice and theory of fashion marketing and promotion, with specific skills and industry experiences in one or more of the following:
  - visual merchandising and retail;
  - fashion image, styling and photography;
  - fashion promotion and PR or publication for fashion.
- Competency with relevant design software such as Photoshop, Illustrator and InDesign.
- A strong understanding of industry needs and the skills required by graduates for employability
- BA (Hons) Degree in relevant discipline
- Recognised teaching qualification or recognised by the HEA, or committed to achieving one within two years of contract
- Experience or understanding of learning, teaching and assessment at HE Level
- Evidence of commitment to equality and diversity as they impact on recruitment, retention and the student experience
- Demonstrable knowledge of current subject developments
- Broad knowledge of learning, assessment and student recruitment/progression issues
- A team worker who possesses excellent organisational skills including time management
- Sound communication skills
- Ability and willingness to adapt to a changing environment
- A commitment to developing innovative learning and teaching strategies
- Ability to work as a personal tutor on a one to one basis
- Ability to use Microsoft packages Word and Excel

### Desirable

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- A successful track record in scholarly activity and/or professional practice
- Experience of working within unit-based credit frameworks

# General Information

## Terms and Conditions of Appointment

On appointment, the successful candidate will receive a full statement of terms and conditions for Academic staff.

### Duties

The duties and responsibilities are outlined in the job description contained in the post details pack.

### Starting Date

This post is available on a fixed term basis for one year from September 2017.

### Hours of Work

The standard hours of work for academic staff is 35 hours per week and any additional hours as are necessary for the proper discharge of your duties and responsibilities.

### Salary

£32,004 to £38,183 per annum.

### Annual Leave

There is an annual holiday entitlement of 35 days, plus 8 statutory days. In addition, the University may grant up to 4 concessionary days leave per year when the University is closed.

### Superannuation

This post is superannuable under the Teachers' Pension Scheme and you will automatically join the scheme upon appointment. Benefits are built up on a Career Average Revalued Earnings (or CARE) basis. The percentage contribution you will pay into the scheme will be based on your annual salary. The University will also contribute to your pension.

You can find out more about the pension scheme by visiting the Teachers' Pension Scheme website at <https://www.teacherspensions.co.uk/>

## Interview Expenses

Reasonable travel and incidental expenses incurred in attending the interview will be reimbursed, subject to prior approval. You will be required to provide receipts for expenses claimed. If you are offered the position and decline the offer, expenses will not be reimbursed.

## Qualifications

Candidates invited for interview will be required to bring their original certificate as proof that they hold the qualifications listed as essential on the person specification for this role.

## Eligibility to Work in the United Kingdom

If you are invited for interview you will be asked to provide original documentary evidence of your eligibility to work in the UK. This will normally be your current passport. Candidates will be provided with a list of documents that can be provided as evidence.

## Overseas Applicants

If you are from outside the European Economic Area (EEA), you will need to obtain a visa through the UK Border Agency's Points Based System in order to work in the UK. More information on this is available on the Visas and Immigration section of the Home Office website.

For a skilled worker from outside the EEA to obtain a visa under Tier 2 of the Points Based System, the University must issue a valid Certificate of Sponsorship. Before this can be issued, the University must be satisfied that the post cannot be filled by a settled worker and that the individual will meet the points requirements of Tier 2.



# Application and Recruitment Process

## Accessibility

If you require copies of documentation in alternative formats, large print or Braille, please contact the Human Resources Department.

## Job Description and Person Specification

Within this pack you will find the job description and person specification for the post for you to read before you complete your application form.

- **Job Description** – provides information about the main duties and responsibilities for the position. It also describes the purpose of the post.
- **Person Specification** – sets out information about the characteristics that are essential and desirable to perform the duties in the job description eg knowledge, skills, experience, abilities and qualifications that the ideal candidate will have to enable them to fulfil the duties of the role. Candidates will only be shortlisted if they meet all the essential criteria.

## Application Form

The application form is the first stage in the recruitment and selection process and is a key element in being short-listed for an interview and the possible offer of a job. Therefore, it is important that you complete all relevant sections of the application form as clearly and as fully as possible.

These notes give guidance on completing the application form and also further information with regard to the post and the recruitment process.

If you have any queries regarding any aspect of the recruitment and selection process, please contact the Human Resources Department on 01603 756243 or by emailing [jobs@nua.ac.uk](mailto:jobs@nua.ac.uk).

Applications should be completed in full and should preferably be typed.

You may submit your application form electronically to [jobs@nua.ac.uk](mailto:jobs@nua.ac.uk). By completing and emailing the application form, you confirm you are accepting the terms of the declaration as detailed on the form and understand that any false statement or omissions may result in your application being withdrawn or your appointment being terminated.

## Supporting Statement and Additional Information

Space is provided on the application form for you to write a statement in support of your application. You may wish to enclose additional sheets which should be clearly marked with your name and the position you are applying for.

Your statement in support should address all the criteria listed under the person specification and state how your previous and present experience enables you to satisfy each of the criteria, using specific examples that are relevant to the job. This will enable the short listing panel to assess your knowledge, skills, experience, abilities and qualifications against the requirements of the post.

If you have been out of paid employment for a time, or have never been employed, you may have transferable skills or experience gained through voluntary/unpaid work or domestic, social or community activities that you undertake.

## Education/Qualifications

In your application you should give details of examinations passed and any professional qualifications or awards obtained. Please provide details of the grade (if applicable) and the date of the award. If you are invited for interview you will be asked to bring the original copies of the qualifications as set out in the essential and desirable person specification which will be copied and checked against your application form.

## Submission of Curriculum Vitae

You may, if you wish, submit a CV with your application form. However, we are unable to accept CVs without a fully completed application form.

## Referees

Please provide the names, addresses and telephone numbers or email address of two people who are able to provide you with a reference. The first person should be your current or most recent employer and the other person must be someone who is able to comment on your skills and abilities required for the post.

If you are not currently working, or have never been employed, you should give the name of someone who knows you well. This should not be a friend or relative.

References will not normally be taken up unless you are provisionally offered the positions. All offers of employment are subject to receipt of satisfactory references.

## Equal Opportunities Monitoring

Norwich University of the Arts is committed to equality and diversity. All applicants will be considered on their abilities and will not be discriminated against on the grounds of age, disability, gender reassignment, pregnancy, race, religion or belief, sex and sexual orientation.

As part of its commitment to equality and diversity we undertake equal opportunities monitoring of our workforce and applicants to enable us to evaluate the effectiveness of our policies and procedures.

To help us with this commitment, all applicants are requested to complete and return the Equal Opportunities Monitoring form as part of their application. Information on the form will be treated as confidential and will be used in accordance with the requirements of the Data Protection Act 1998. The information will be used for statistical purposes only, other than for the successful candidate as the data will form part of their personal confidential record.

The form will detached from your application form before this is given to members of the short listing or interview panel.

## Submission of Application Form

Completed documentation must be submitted by:

**5.00 pm Friday 7<sup>th</sup> July 2017**

This is a strict deadline and we regret we are unable to accept late applications.

The University cannot be held responsible for application forms which are lost or delayed in the post. If you post your application form, please ensure there is sufficient postage for the size and weight of the envelope.

Application forms should be emailed to [jobs@nua.ac.uk](mailto:jobs@nua.ac.uk) or posted to:

Human Resources Department  
Norwich University of the Arts  
Francis House 3-7 Redwell Street  
Norwich NR2 4SN

*I would like to take this opportunity of thanking you for your interest in the position.*

*If you have any queries regarding any aspect of the recruitment and selection process, please contact the Human Resources Department on 01603 756243 or by emailing [jobs@nua.ac.uk](mailto:jobs@nua.ac.uk).*

## Interview Arrangements

If you are shortlisted for interview you will normally be contacted by telephone or email by a member of the Human Resources Department.

The date of the interview is:

**Monday 17<sup>th</sup> July 2017**

If you have been unsuccessful in your application we will write to you accordingly. Due to the high volume of applications we receive we are unable to provide feedback for applicants.

Shortlisted applicants are asked to bring proof of eligibility to work in the UK to their interview. This will normally be in the form of a passport which will be checked and a copy taken by a member of the Human Resources Department. For the successful candidate the copy will be held on the personal confidential file. Documents copied for unsuccessful applicants will be destroyed 6 months after the recruitment process has been completed.

## Offers of Employment

All provisional offers of employment are subject to proof of eligibility to work in the UK, verification of qualifications, satisfactory references and completion of a medical questionnaire.

