

<b>Description and Person Specification</b> <b>Academic/Professional Services Staff</b>
<b>Job title: Senior Lecturer, Advertising and Brand Design (0.6)</b>  <b>Department: Design</b>  <b>Pay Grade: 6</b>  <b>Line Manager: Paula Williams – Course Leader</b>
<b>Role Purpose:</b> <p>To lead teaching and module delivery/leadership and undertake curriculum development in Character Design and Concept Art Degree course.</p> <p>To enhance student learning and attainment and success by offering high quality, innovative teaching, learning and pastoral support.</p> <p>Act as module leader, as directed by HoD/Course Leader</p>
<b>Duties and Responsibilities:</b> <ul style="list-style-type: none"> <li>• To deliver teaching on modules as directed on the Advertising and Brand Design course.</li> <li>• Supervising final projects other practical course work.</li> <li>• Marking and assessing student work.</li> <li>• To tutor, mentor and counsel students (and where appropriate to refer to student support services).</li> <li>• Carry out the policies, procedures and practices of Health &amp; Safety in all aspects of the role.</li> <li>• As part of the Course team, to contribute to the development of the course specialisms across all years of the course.</li> <li>• To assist in the recruitment of students and assist in promotional activities for the department including open days.</li> <li>• To assist in the planning and writing of course documentation including timetables, project briefs and development of new material for delivery.</li> <li>• To lead teaching and module delivery and undertake curriculum development in Advertising and Brand Design.</li> <li>• To enhance student learning and attainment by offering high quality, innovative teaching and learning support.</li> <li>• Perform such other duties consistent with the role as may from time to time be assigned, collaborating fully with others to get the work done and Ravensbourne's objectives achieved</li> </ul>
<b>Key working relationships:</b>  <p>Course Leader, Head of Department of Design other Course Leaders and tutors within the Department and elsewhere in the University; Kit Store staff; Technical Services staff;</p>

sessional teachers.
<b>Resources Managed</b> Budgets: N/a Staff: Sessional staff (as directed by Course Leader) Other: Course equipment in dedicated space/s; support Technical Services to manage relevant equipment and studio Environment.

<b>Knowledge and Experience</b>	<b>Essential</b>	<b>Desirable</b>
<b>Education</b> A <b>Degree</b> , or appropriate <b>professional qualification</b> or equivalent.	X	
A <b>PGCE</b> or <b>HEA accreditation</b> or the ability to achieve one of these	X	
<b>Professional qualifications/experience</b> Experience of working in the advertising industry in some capacity. Ideally familiar with design processes within advertising and branding.	X	
Experience with Photography, Videography and Cinematography (lighting, sound). Working knowledge of industry standard software such as Adobe Creative Suite, Indesign, Illustrator, Photoshop, Premier and After Effects.	X	
Experience or interest in learning Ai services,XR,3D (Blender)		X
Working knowledge of industry production workflows, design theory and strategies.	X	
Knowledge, experience and interest in new and/or emerging equipment, workflow or approaches. Knowledge of the current state of the industry in terms of stylistic trends, technology, genre and prominent players.	X	

<b>Higher Education knowledge</b>		
Experience of teaching in higher education, or equivalent experience of training in an industry context	X	
Understanding of the vocational needs of students looking to enter the creative industries and an awareness of how university teaching in Character Design and Concept Art can support their aspirations.	X	
Experience of course design issues such as learner journey, teaching materials etc.		X
<b>Stakeholder and, Project Management</b>		
Experience of working with industry partners, setting up live briefs and managing dialogue with stakeholders.		X

<b><u>Core Personal skills abilities and behaviours</u></b>	<b>Essential</b>	<b>Desirable</b>
<b>Management and leadership</b>		
Works collaboratively and harmoniously within the team and more widely with all significant others to get the job done, to the satisfaction of all those involved.	X	
Experience of project leadership on outcome-focused initiatives.		X
<b>Equality, Diversity &amp; Inclusion</b>		
Experience of working in an environment where equality, diversity and inclusion are central to work and delivery.	X	
Experience of dealing with diversity issues in a leadership or management context.		X
<b>Communication</b>		
Communicates clearly orally and in writing, and in relating to others builds and maintains effective relationships	X	

<b>Organisational Values</b>  Demonstrates a commitment to delivering positive organisational values.	X	
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## Our Values

**Connection:** We value what happens together and we collaborate to achieve our collective goals.

**Dynamism:** We embrace every opportunity to adapt and optimise.

**Inclusion:** We celebrate our diversity, and we embrace difference as a source of strength.

**Professionalism:** We aim for quality in everything we do and take pride in our work.

