



## TALENT & RECRUITMENT DEPARTMENT

[www.utopianacademyforthearts.com](http://www.utopianacademyforthearts.com)

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### **JOB TITLE:** Middle School Fashion Design/Marketing Teacher (2024-25 SY)

Job Code	Certification Type	Subject Type	Contract Days
113		930	190

### **About Utopian Academy for the Arts Charter School Network**

Utopian Academy for the Arts is the 2023 Georgia Charter School of the Year! The mission of Utopian Academy for the Arts is to develop, through a structured and supportive environment, academic and artistic students to enter and to succeed in the global society with proficiency to enroll in a college, university, or specialty school of their choice. Utopian Academy for the Arts is the only public charter school network in Georgia to offer a comprehensive educational program in the dramatic, media, and creative arts. Our educational model leverages the positive effects of arts education to engage and inspire students, develop their academic and artistic potential, and prepare them to be leaders in their communities. The Utopian Academy for the Arts was founded in 2013 as the first state-approved charter school by the State Charter Schools Commission of Georgia, to expand public school choice options for families that reside in Clayton County, GA. Recognizing its unique approach and access to arts-based education, the Clayton County Public Schools System subsequently approved the vertical expansion to add the Utopian Academy for the Arts Elementary (est. 2020) and Utopian Academy for the Arts High School (est. 2022). In 2023, the charter school network launched its second state-approved middle school, Utopian Academy for the Arts-Trilith, which features a state-wide attendance zone and is located in Fayette County, GA.

### **The Role**

Our greatest instructional strategy is our human capital. More than any other variable in education--more than curriculum or supplies—our faculty and staff matter. Effective teachers who are continually learning and setting high expectations are the key to student academic achievement and success. At Utopian Academy for the Arts Middle School, we believe that students will rise to meet the high expectations set by our team of educators.

### **Key Role Responsibilities:**

We are seeking a dedicated and creative Fashion Design/Marketing Teacher to join our middle school faculty. The ideal candidate will possess a deep understanding of fashion design principles and marketing strategies, along with a passion for educating young minds in these fields. This role



offers an exciting opportunity to inspire students, foster their creativity, and equip them with valuable skills for future success in the fashion industry.

Responsibilities:

- Develop a comprehensive and engaging curriculum that covers fundamental concepts in fashion design and marketing. Create lesson plans, projects, and activities that align with state standards and promote student learning and creativity.
- Deliver dynamic and interactive lessons that cater to the diverse learning styles and interests of middle school students. Utilize a variety of teaching methods, resources, and technologies to enhance student engagement and comprehension.
- Provide instruction in basic fashion design techniques, including sketching, pattern-making, sewing, and garment construction. Encourage students to explore their creativity, develop their personal design aesthetic, and express themselves through fashion.
- Teach students about the principles of marketing as they relate to the fashion industry. Cover topics such as branding, advertising, market research, consumer behavior, and e-commerce strategies.
- Facilitate hands-on, project-based learning experiences that allow students to apply their knowledge and skills in real-world contexts. Assign projects such as designing clothing lines, creating fashion portfolios, developing marketing campaigns, and organizing fashion shows.
- Establish connections with professionals in the fashion industry, including designers, retailers, marketers, and stylists. Arrange guest speakers, field trips, and industry partnerships to provide students with insight into career opportunities and industry trends.
- Assess student learning through a variety of methods, including projects, presentations, portfolios, and assessments. Provide constructive feedback to students to help them improve their skills and achieve their academic goals.
- Collaborate with colleagues across disciplines to integrate fashion design and marketing concepts into other subject areas, such as art, business, and technology. Participate in department meetings, professional development activities, and school events.

**Qualifications:**

- Bachelor's degree from a 4-year, accredited college or university;
- Valid Georgia teaching certification; eligibility for Georgia License; or license from a state with similar licensure requirements
- Demonstrated expertise in their subject matter and/or direct subject-area teaching experience

**HOW TO APPLY:**

Application and materials should be submitted electronically by the priority deadline of **Friday, April 26, 2024** to [talent@utopianacademy.com](mailto:talent@utopianacademy.com) "Name of Role" should be labeled in the Subject Line of your message. Applications will be reviewed on a rolling basis.

- Completed Application for Employment including:



- Cover letter / letter of interest defining your strengths in your subject matter, including your experience with supporting a charter school, or arts integrated school.
- Resume