

Dr Jackson



Job Title

Lecturer at MMU

Age

55 to 64 years

Highest Level of Education

Doctorate (e.g. PhD, EdD)

Social Networks



Industry

Technology

Organization Size

501-1000 employees

Preferred Method of Communication

- Phone
- Email
- Social Media
- Face-To-face

Tools They Need to Do Their Job

- Email
- Word Processing Programs
- Business Intelligence Dashboards

Job Responsibilities

Due to the age gap between students and lecturer, he finds it difficult to understand how students are feeling and whether he has been successful in being inclusive. A fashion guide would be helpful for him to feel confident that the students have a platform where they can feel confident and comfortable when attending university and talking the pressure off him.

Their Job Is Measured By

Their job is measured through the results of the students that are taught by him. Better results are reflected better on him. He believes the guide to fashion will encourage confidence and improve student performance in the classroom.

Goals or Objectives

Their main goal is to make sure all students feel included and free to express their personality. He wants them to feel comfortable so they can concentrate on their studies at university and ultimately get a better result.

They Gain Information By

The university guide to fashion helps him to understand the latest fashion news for students so he can understand the latest student trends and relate to them.

Biggest Challenges

- Communication
- Navigating Client Relationships & Communications