



Royal College of Art

Postgraduate Art & Design

Post:	Executive Education Communications & Events Administrator
Department:	Research & Innovation
Grade:	6
FTE:	0.6, Fixed term for 1 year in the first instance
Responsible to:	Executive Education Manager or Head of Executive Education

Background

Founded in 1837, the Royal College of Art is the world's largest community of postgraduate art and design students. It is also the oldest art and design university in continuous operation and has been ranked as the world's number 1 art & design university for a remarkable eight consecutive years (QS World Subject Rankings 2015-2022).

The RCA is research-led, and recognised in the UK-wide REF (Research Excellence Framework) as the UK's most research-intensive institution – with an increased proportion of the College's outputs classed as 'internationally excellent' and 'world-leading' in the most recent REF assessment of 2022.

Studying at the RCA is the starting point for the world's creative leaders. With more than 20,000 RCA alumni across the globe, the RCA's graduates form a unique international network of artists, designers, creators and innovators. Every year, RCA alumni are recognised as leaders in their discipline, making national and international headlines for their work, which shapes the world we live in. Its graduate start-up incubator, InnovationRCA, is one of the most successful in the country with a high proportion of female start-up founders and a high 'survival' percentage after five years of trading.

Over 2,700 students are spread across four schools, studying at Graduate Diploma, MA, MPhil, MRes and PhD levels, with plans for this to rise to 3,300 by 2027. The College's mix of professionalism and creative freedom, together with its renowned academic community and rigorous academic framework provides the ecosystem in which students flourish and achieve their highest potential.

In addition, the RCA has a number of established and planned research centres: the Helen Hamlyn Centre for Design; the Material Science Research Centre (which includes the Burberry Materials Futures Research Group and the Textiles Circularity Centre); the Intelligent Mobility Design Centre, Computer Science Research Centre, and a future centre in Drawing. The RCA is also home to one of the UK's most successful university incubators, InnovationRCA.



Royal College of Art

Postgraduate Art & Design

The RCA espouses a hybrid approach, supporting 'traditional' making and technical skills in fine and applied art and design alongside the foundational sciences, engineering and technology which underpin designers' ability to solve today's global challenges. The RCA champions the value of interdisciplinary learning, and was the first art and design university in the world to implement a STEAM (Science, Technology, Engineering, Art and Design and Mathematics) academic vision, with investment in new faculty posts in Materials Science; Computer Science and Robotics alongside art and design disciplines. By applying creative insights to evidence-based science, its staff, students, researchers and start-ups are addressing major global challenges such as rapid urbanisation and transport; loss of biodiversity; ageing populations; unsustainable consumption and production; and the rise of AI.

Our People

Prior to the death of Her Majesty, the RCA's Royal Visitor (Patron) was HRH Prince of Wales; however, His Majesty King Charles III's office has yet to confirm which institutions he will continue to serve as a Patron, following his ascension to the throne. The RCA's Chancellor is Sir Jony Ive, and the Pro-Chancellor and Chair of Council is Sir Peter Bazalgette. The RCA's Vice-Chancellor – the CEO of the institution – is Dr Paul Thompson, who joined the College in 2009.

The RCA's academic faculty bring world-leading expertise and industry knowledge to the tutorial-based model of teaching. There is a core academic and research workforce of 230 FTE, supported by around 170 Associate Lecturers and a wide range of Guest Lecturers who bring 'live industry' experience into the taught curriculum – for example, Amin Taha of GrantOn design, whose work was twice shortlisted for the RIBA Stirling Prize in 2017 and 2021, teaches in the School of Architecture; and Yao Yingjia, who is Vice President and Chief Designer at Lenovo teaches in the School of Design.

The RCA operates a high staff-to-student ratio, combined with contemporary and industry-focused teaching perspectives. It also employs a team of 75 highly skilled technicians, many of whom themselves have postgraduate qualifications in their fields of specialism, which range from rapid prototyping and subtractive manufacturing, to film and sound engineering, and from digital modelling to metal fabrication and jewellery making.

Strategic Plan 2022–2027

The RCA's Strategic Plan 2022–27 is attached. During this time, the RCA's strategic vision is to increase its influence on the world stage of globally ranked universities, punching significantly above its weight, and attracting, supporting and convening the world's most talented faculty, students, artists, designers and creative leaders.

The RCA will remain an independent, postgraduate institution with a sharply distinctive and fresh research agenda and a research-driven approach towards our taught programmes that keeps it always one step ahead. It will focus on areas of expertise that only the RCA can offer – including some big-bet propositions where there is an appetite



Royal College of Art

Postgraduate Art & Design

for well-managed risk and preparedness to enter new ventures with new associates. The RCA will lead in new fields of creative practice and intellectual inquiry where we believe

creative insights and a uniquely RCA perspective will catalyse new solutions to global challenges. The RCA recognises that the winning formula must be built upon a diversity of student talent with a taught Master's model that is more inclusive, affordable and better suited to twenty-first-century lifestyles and careers.

The Strategic Plan includes the rollout in 2022/23 of an entirely new model of delivery for the RCA's taught postgraduate programmes to support access, widening participation and student flexibility; it underscores the RCA's commitment to remain the world's most research-intensive art and design university; and it commits to a number of equity and diversity goals which will lead towards the RCA becoming an anti-racist institution. Many of the initiatives within the former and current Strategic Plan are predicated upon the success of a very active comprehensive capital campaign, entitled GenerationRCA which launched in early 2018 and which has raised over £85m to date against a goal of £100m. GenerationRCA supports major capital projects, professorial posts, student financial aid and scholarships. The College's five-year Financial Plan assumes c.£45m of new cash receipts will be secured between 2022–27.

The Strategic Plan is 'twinned' with an underlying Operating Plan which outlines the delivery and KPIs which will enable the institution to deliver its ambitious strategic plan.

Executive Education:

The post-holder will be located within the Executive Education and Short Courses team which is part of the Research and Knowledge Exchange office. The business facing and commercially driven Executive Education team works with every School and Research Centre across the RCA to deliver a programme of online, in-person and hybrid short courses and events to meet their annual income targets.

Building on a successful track record, the RCA seeks to enhance and achieve significant growth in its Executive Education and Short Courses offer. The College has expanded this area over the last few years and now offers a portfolio of senior-level open and custom executive education programmes for business, government, the public sector and universities globally; providing senior-level professionals and business leaders with critical business skills, through our portfolio of innovation masterclasses and workshops.

Alongside this we offer short courses and summer schools that attract a global mix of participants from over 60 countries and include: architecture, communication design, contemporary art, curating, interior design and human-centred design. All courses aim to reflect the College's unique studio-based learning philosophy and can be delivered online, on-campus, hybrid or at a partner organisation.



Royal College of Art

Postgraduate Art & Design

In addition, Executive Education delivers a series of free IN SESSION talks throughout the year on topics related to new course areas of knowledge to build engagement with our audiences.

The Executive Education Communications and Events Administrator will work closely with the Executive Education Manager, Executive Education Coordinator and Head of Executive Education.

Purpose of the post:

- To provide day to day communication and events administration
- To implement an effective client engagement plan developed by the Executive Education department, preparing content for social media and newsletters, and posting regularly on platforms such as Instagram, Twitter and LinkedIn
- To create responsive, flexible and targeted marketing content tailored for different audiences
- To work closely with the RCA Comms & Marketing team to ensure the effective dissemination of Executive Education content through RCA as well as Executive Education-specific channels
- To provide administrative support for concurrent online and on-campus short courses and executive masterclasses, talks and events

The ideal candidate will:

- Be familiar with social media marketing, with editing and writing skills
- Have experience of supporting the delivery of in person and/or online courses or events
- Be able to design and edit digital marketing assets using Adobe software such as InDesign or Photoshop
- Be familiar with digital learning and communications platforms that may include Zoom, Miro, Slack, VLE
- Have organisational skills with the ability to prioritise a complex workload and take the initiative
- Be able to confidently liaise with customers, clients and academics across multiple projects at any given time
- Respond to customer enquiries efficiently and be able distribute accordingly

Main Duties and Responsibilities:

Marketing and communications

- Create engaging social media content across all Executive Education social platforms, primarily Instagram, Twitter and LinkedIn based on the marketing plan
- Contribute to the delivery of a marketing plan to build awareness, increase followership and engagement



Royal College of Art

Postgraduate Art & Design

- Create interesting and audience specific content for the website, newsletter and intranet
- Proofread, build and send out mass emails to our mailing lists
- Draft, proofread, build and publish web pages
- Report on activities and assess what is performing well and identify areas for improvement, feeding this back to the Executive Education team
- Maintain the Executive Education digital image library
- Work in collaboration with the Marketing and Communications department

Event and course administration

- Support the Executive Education Coordinator in the planning and operations of short courses
- Provide event administration and delivery support for on campus and online short courses, talks and other events
- Develop good working relationships with staff across the college including academic staff, administrators and the professional service teams
- Monitor delegated mailboxes and respond to course enquiries, recognise and distribute opportunities for open and custom courses
- Coordinate pre and post course surveys, analysing data to share with course teams and collating testimonial for marketing
- Support monitoring the marketing budget and expenditure
- General administrative support for the Executive Education team that may include organising payments and contracting staff
- Provide support and cover for other members of the team as required

Person Specification:

Essential characteristics of the postholder:

- Educated to degree level or equivalent
- Proven administrative experience of working in a busy customer focused environment with the ability to deal with varied workload in an intensive, changing environment
- Proven track record of marketing planning and production of effective communication and marketing materials, as well as ability to report back on what was effective
- Experience creating social media content for a brand or organisation
- Ability to format images, use templates or create new design assets using software such as the Adobe Suite (Photoshop and InDesign)
- Ability to write accurate and engaging copy for a range of audiences
- Strong interpersonal skills, approachable and able to learn and demonstrate organisational knowledge
- Ability to manage multiple demands while consistently meeting deadlines
- Self motivated and able to work autonomously and as part of a team
- Flexibility and adaptability in attitude and approach to work, with a willingness to be involved and support the team



Royal College of Art

Postgraduate Art & Design

- IT skills for the use of productivity suites such as Google for work or Microsoft Office

Desirable characteristics of the postholder:

- An interest in contemporary art, design and culture
- Experience using social media management tools (such as e.g. Sprout Social, Hootsuite, Buffer, Mailchimp)
- Able to make edit and/or select images, video, and other forms of multimedia
- Support finance processes related to budgets and payments

Additional Information:

- Salary: £33,786-£38,617 per annum (pro-rata) inclusive of London Allowance
The successful applicant will be appointed to the first increment on the advertised pay grade. Thereafter and subject to satisfactory performance, the role holder will be eligible for an annual increment each year, normally with effect from 1 August.
- Normal hours will total 21 hours per week over 3-5 days per week
- 15 days annual leave plus extended breaks at Christmas and Easter at the discretion of the College.
- RCA office hours are Monday to Friday between 9.30am and 5.30pm with an hour each day for lunch
- Based at the RCA Battersea campus
- Hybrid working possible with minimum 1-2 days working in the office each week
- Contributory defined benefit pension scheme and season ticket loan
- The College has a policy which prohibits smoking in all areas of the College

JANUARY 2023



Royal College of Art

Postgraduate Art & Design

PAY & BENEFITS

Pension

The Royal College of Art is a member of the Superannuation Arrangements of the University of London (SAUL) which is a contributory defined benefit pension scheme. The college will contribute a sum equal to 21% of your salary while you pay 6%.

Holiday

5 weeks (25 days) paid leave a year plus bank and public holidays normally observed in England and Wales. In addition, the college is normally closed for six days a year, one day either side of Easter and the remainder between Christmas and New Year, at the discretion of the college. Part-time staff will be entitled to the pro rata equivalent.

Season ticket loans

Interest-free loans are available for staff to purchase annual season tickets.

Enhanced maternity and adoption pay

Qualifying employees are entitled to enhanced maternity/adoption pay: 26 weeks' full pay, 13 weeks Statutory Maternity/Adoption Pay. This compares to the statutory provision of 90% of average pay for 6 weeks followed by Statutory Maternity/Adoption Pay for 33 weeks.

Enhanced paternity pay

Qualifying employees are entitled to two weeks' paternity leave entitlement at full pay. This compares to the statutory provision of two weeks' pay at the statutory rate.

Enhanced sick pay

Occupational sick pay after six months' service is three months' full pay/three months' half pay.

24/7 confidential support

Staff and family members in their household have access to a free, external confidential support service for work, financial, legal, family and personal problems 24 hours a day, 365 days a year.

Occupational health



Royal College of Art

Postgraduate Art & Design

Occupational Health support for the College is provided by Imperial College's occupational health service at their South Kensington Campus.

Cycle to Work Scheme

The Royal College of Art has signed up to the Cycle to Work Scheme – part of the government's Green Transport Initiative – which allows employees to make significant savings on purchasing new bikes and safety equipment.

Life Cover

Active members of the SAUL pension scheme automatically receive life cover. A lump sum of four times your salary together with a refund of your contributions and a 2/3 pension for your dependent/spouse is payable should you die whilst in employment.

Library

All staff are welcome to join the college library.

Events

All staff are welcome to attend exhibitions, lectures and private views held by academic schools and programmes.