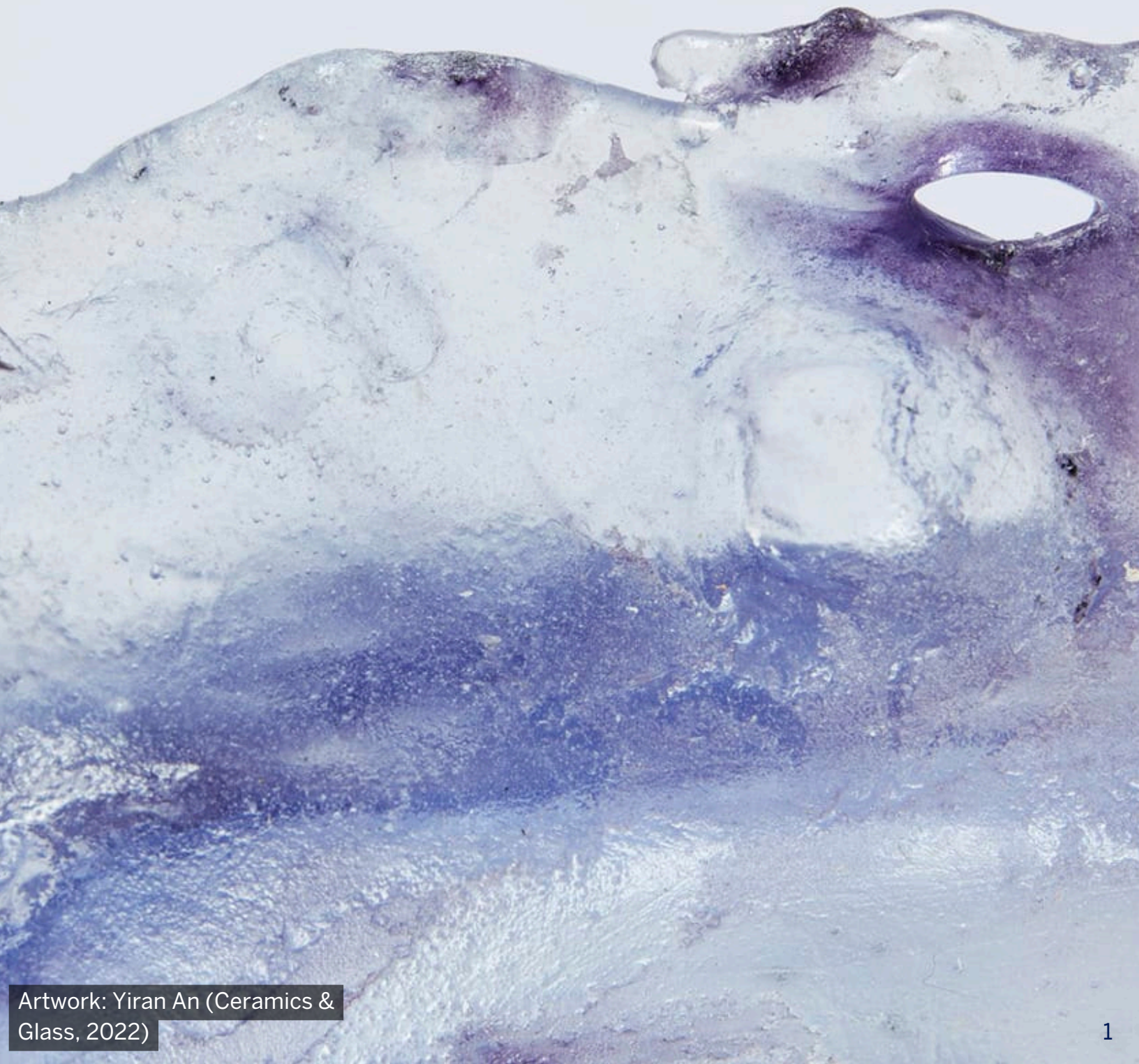


RCA

Events and Recruitment Officer May 2024



Artwork: Yiran An (Ceramics & Glass, 2022)

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Photo: Richard Haughton

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WELCOME TO THE RCA



Photo: Iwan Baan

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 one art and design university for a remarkable ten consecutive years, according to the QS World University Rankings by Subject 2024 – the worldwide survey of academic and industry opinion.

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 2021.

Studying at the RCA is the starting point for the world's creative leaders. With more than 25,000 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.

More than 2,800 students are spread across four schools and research and academic departments, studying at Graduate Diploma, MA, MFA, MDes, MArch, MEd, MRes, MPhil and PhD levels. 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.



Photo: Richard Haughton

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 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.

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 Strategy

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. For more information on The RCA's Strategic Plan 2022–27, please click on this link: [Strategic Plan 2022–27](#).

Our People



Photo: Richard Haughton

The RCA's Chancellor is Sir Jony Ive, and the Pro-Chancellor and Chair of Council is Sir Peter Bazalgette (please see link to Council independent members' biographies). The RCA's President and Vice-Chancellor – the CEO of the institution – is Dr Paul Thompson, who joined the College in 2009, but will be leaving in May 2024. The incoming President and Vice-Chancellor is Professor Christoph Lindner, who joined the RCA in April 2024.

The RCA's academic faculty bring world-leading expertise and industry knowledge to the practice-based model of teaching. There is a core academic and research workforce of 196 FTE, supported by around 215 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 combines contemporary and industry-focused teaching perspectives. It also employs a team of 95 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.

Our Values



Photo: Shaun James

The RCA community operates in line with four agreed values:



Curiosity

We have a tenacious commitment to innovation and openness to change. We positively interrogate ideas, assumptions and plans and welcome the honest scrutiny that is alive in a learning community.



Inclusion

We celebrate diversity and embrace difference as a source of strength. We strive for an inclusive RCA community, removing barriers and challenging exclusionary and discriminatory practices.



Collaboration

We value what happens together and we help and support each other to achieve our collective goals. We work in partnership with our students, staff, alumni, institutions and communities across the globe to make a lasting difference.



Integrity

We are always willing to listen, we offer constructive feedback and we promote accountability, building relationships of mutual trust and respect. We are resilient in the face of challenges, pursuing outcomes with individual, cultural, societal and economic impact.

Communications & Marketing



Photo: Richard Haughton

Communications & Marketing is responsible for delivery of the College's strategy relating to student recruitment marketing nationally and internationally, generating a positive reputation and perception of the RCA brand, and directing and commissioning creation of content in support of the College's goals.

Internally, Communications and Marketing works hard to ensure that staff and students are informed and engaged with the latest news, initiatives and change within the College. It also works closely with a diverse range of community partners and participants to develop collaborative projects and create a positive impact.

Events and Recruitment Officer



Photo: Richard Haughton

The role of the Events and Recruitment Officer is to:

The Events and Recruitment Officer role is an important delivery focus role within the Student Recruitment & Marketing function of the RCA's Communications & Marketing team. Marketing & Recruitment is responsible for the delivery of applicants to the RCA and plays a significant role in the delivery of revenue from student recruitment.

We know that the decision to study at the RCA is an important one for our students, especially if they are relocating to London, either internationally or from somewhere else in the UK. This role plays a vital role in the student journey by providing aspiring students with opportunities to meet with the RCA face-to-face, either in-person or online. By doing so they have the chance to ask more questions and feel more confident in their choice to study at the RCA.

This role exists primarily to:

- Support the organisation and delivery of UK and international student recruitment events
- Support UK applicants to the RCA with their application journey, ensuring that they feel supported through the process and welcome at the RCA

The post holder will work with a large volume of events, so in a fast paced environment or ability to handle multiple projects at different stages is important.

Hybrid working for this role will be possible, but a minimum of two days a week will be required on site in order to manage telephone contact and events - this may need to increase during busy event times. Some out-of-hours working at events may also be required.

Events and Recruitment Officer



Photo: Richard Haughton

Main Duties and Responsibilities

EVENTS SUPPORT

- Organise of UK and International student recruitment events, such as portfolio reviews, presentations and panel discussions, through:
 - Liaising with travelling academics or other staff members, including providing pre-event briefings and materials
 - Booking of travel and accommodation, in line with RCA policies
 - Researching and booking of venues, in line with RCA policies
 - Managing promotional material stock and delivery of materials to venues in the UK and internationally
 - Arranging technical and display equipment where needed
 - Writing and scheduling communications and surveys with guests
 - Managing finance and procurement processes as appropriate
 - Evaluating event performance to inform future strategy
- Supporting the Marketing Manager with online and on-campus open days
- Managing a central student recruitment event planner and maintaining an events KPI tracker, ensuring all information is up to date.
- Attending events if required (NB there is a team of people able to attend events, you will not need to attend every one) to help with on-site organisation and welcoming students.
- Managing internal and external relationships with important stakeholders, working with suppliers.

Events and Recruitment Officer



Photo: Richard Haughton

Main Duties and Responsibilities

RECRUITMENT SUPPORT

- Ensuring that UK applicants have all the information that they need to submit an application through an organised contact and proactive call programme
- Working closely with the Registry Team to follow up UK offer holders and encourage timely offer acceptance (this will include call campaigns, so you will need to be comfortable with speaking on the phone)
- Working closely with the Registry Team on managing and tracking UK queries, logging and updating information as required
- Supporting UK offer holders ahead of joining the RCA to ensure they feel welcomed within the institution
- Working with Schools and the Marketing Manager to organise online and in-person onboarding events for offer acceptors
- Ensure conversations with UK offer holders are tracked, and that issues and trends from conversations are escalated

GENERAL:

- To attend RCA events as appropriate; to be prepared to undertake occasional evening work, as well as to travel within the UK and internationally.
- Act in accordance with all RCA policies and procedures including Equality and Diversity, Health and Safety and Data Protection, at all times.
- Undertake any other duties and responsibilities which are commensurate with the level of this role, as required.

Person Specification

Essential Characteristics of the Post Holder

- Demonstrable experience of event organisation and delivery
- Highly organised, able to juggle multiple tasks and work independently, drawing on support when needed
- Able to deliver projects independently, as well as work as part of a team
- Customer service experience, including outbound calling, and an ability to communicate well with people verbally and in writing
- Experience of tracking and updating information using a range of systems
- Strong attention to detail
- Experience of finance tracking and following procurement processes
- Proficient in the use of productivity suites (email, calendar, documents, spreadsheets, databases)
- Understanding of the importance of equality and diversity
- Awareness of standards for managing and protecting information, including information security and data protection principles

DESIRABLE SKILLS AND EXPERIENCE

- Experience working in an events agency or 'experience in a higher education setting
- Experience of delivering online events, including proficiency with Zoom
- Experience of updating simple web pages
- Experience of sending emails via MailChimp
- Experience of acting as an organisational representative at events

Pay & Benefits

Additional Information:

- Salary (grade 5) working 5 days per week: £31,979- £35,396 per annum inclusive of London Allowance.
- Normal hours will total 35 per week over 5 days, 9.30am to 5.30pm with an hour each day for lunch
- The appointment is permanent
- The successful candidate will be required to work at our Kensington campus, and across the other campuses as required - Battersea/White City
- 25 days annual leave plus extended breaks at Christmas and Easter.
- A contributory defined benefit pension scheme and interest free season ticket loan are available.

Job title: Events and Recruitment Officer

Department: Communications and Marketing

Contract: Permanent

Grade: 5

Working hours: Full-time, though part-time applications are also welcomed.

Reports to: Senior Marketing Manager



Photo: Philip Vale

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 16% of your salary while you pay 6%.

Holiday

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 on either side of Easter and the remainder between Christmas and New Year. 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 shared parental pay

Qualifying employees are entitled to enhanced shared parental pay: up to 24 weeks' paid at the full rate of the employee's normal pay (only in the first 26 weeks following the start of maternity/adoption leave), followed by 13 weeks Statutory Shared Parental Pay. This compares to the statutory provision of up to 37 weeks paid at the statutory rate or 90% of average weekly earnings, whichever is lower.

Enhanced sick pay

Occupational sick pay after three 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

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

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.