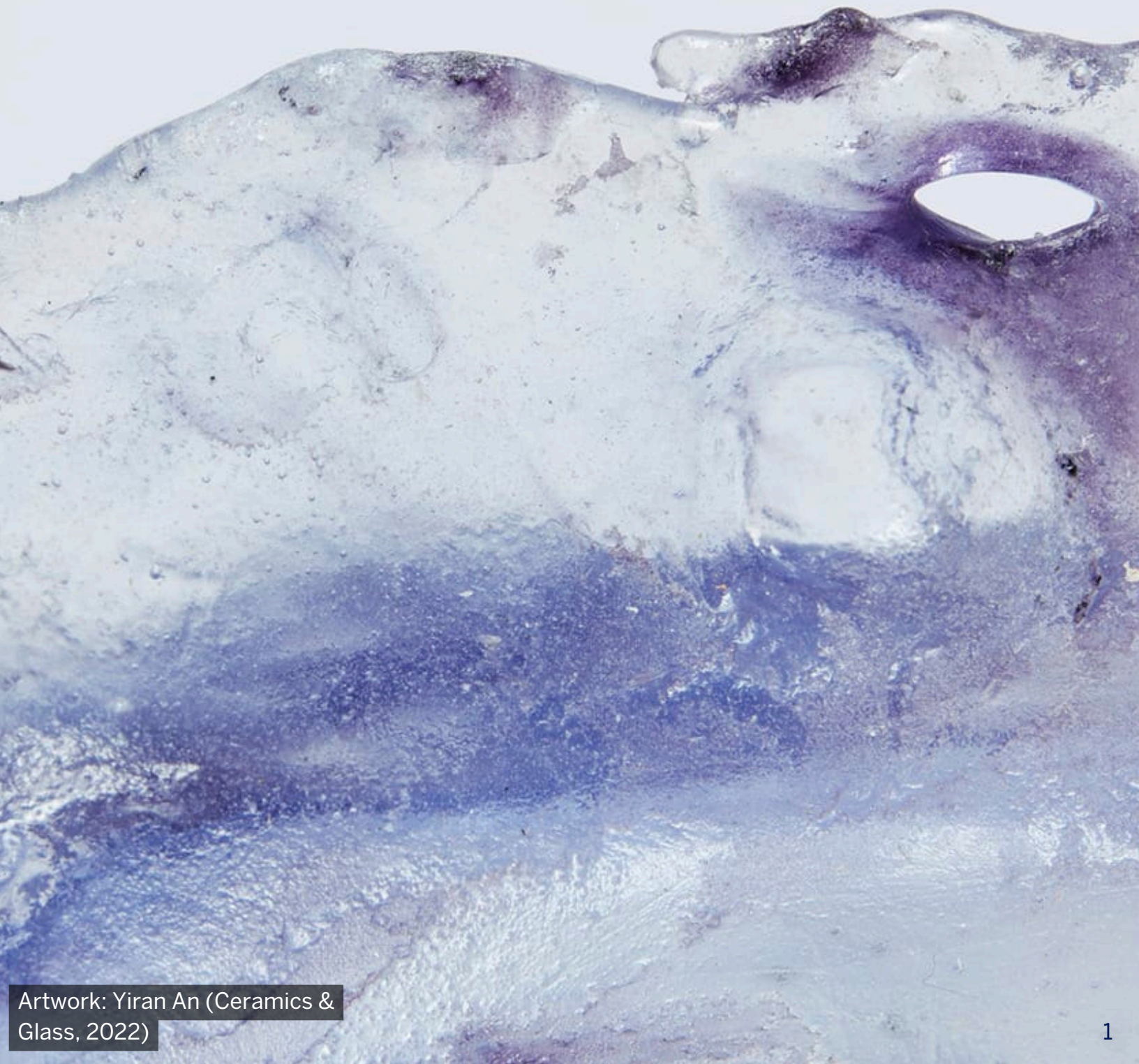


# RCA

## Executive Education Events & Communications Administrator September 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 role of Royal Visitor to the RCA was taken on by The former Prince of Wales – now His Majesty The King – in 2018. The announcement of HM The King’s retained Patronage of the RCA marks the first anniversary of Their Majesties’ Coronation. As part of the official Coronation Concert in May 2023, the Royal College of Art along with The Royal Ballet, The Royal Opera, the Royal Shakespeare Company, and the Royal College of Music came together for the first time ever to create a spectacular one-off performance, with a striking visual backdrop of specially-designed artworks contributed by students from the Royal College of Art.

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 & Vice-Chancellor – the CEO of the institution – is Professor Christoph Lindner who joined the College 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.

# Research & Innovation



Photo: Richard Houghton

## 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.

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

# Events & Communications Administrator



Photo: Richard Haughton

## Purpose of the post:

- To provide day to day administrative support for the Executive Education department
- To provide event administration for concurrent online and on-campus short courses, executive masterclasses and talks
- To implement an effective client engagement plan developed by the Executive Education department
- To create and prepare content for social media and newsletters, tailored for different audiences and posting regularly on platforms such as Instagram and LinkedIn
- 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
- Maintain and update the Executive Education database

## The ideal candidate will:

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



## Main Duties and Responsibilities:

### Event and course administration

- Support the Executive Education department 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
- Ability to work collaboratively in a team and 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
- Maintain and update the Executive Education database, analysing data as required
- 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

### Marketing and communications

- Create engaging social media content across all Executive Education social platforms, primarily Instagram and LinkedIn based on the marketing plan
- Contribute to the delivery of a marketing plan to build awareness, increase followership and engagement
- Create interesting and audience specific content for the website, newsletter and intranet
- Build, proofread and send out mass emails to our mailing lists
- Draft, proofread 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 department
- Maintain the Executive Education digital image library
- Organising promotional activity through external vendors
- Work in collaboration with the Marketing and Communications department



Photo: Richard Haughton

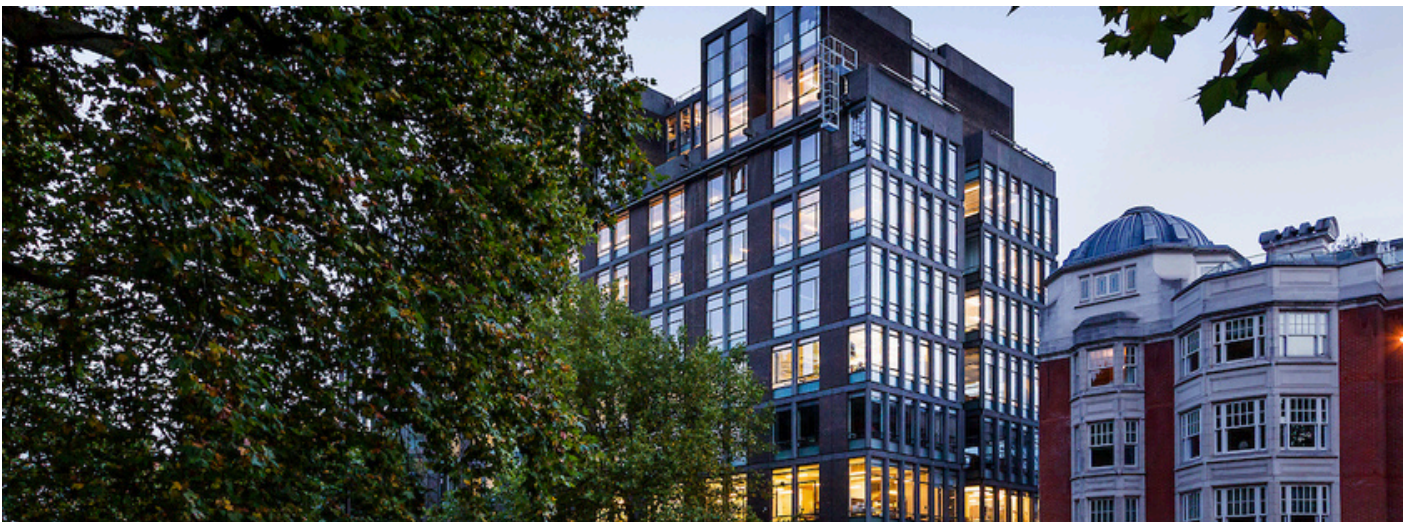
# Person Specification

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 use templates or create new design assets using software such as Adobe InDesign or similar
- 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
- Flexibility and adaptability in attitude and approach to work, with a willingness to be involved and work collaboratively as part of a team
- Self motivated and able to work independently and as part of a team
- 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
- Experience working with paid advertising on social media
- Support finance processes related to budgets and payments



# Pay & Benefits

## Additional Information:

- Responsible to: Executive Education Manager
- Full time salary: Grade 6 £37,036 - £41,803 per annum including London Allowance.
- FTE: 1 (35 hours per week), 9.30 - 17.30 with an hour for lunch.
- Fixed term 1 year post
- 27 days annual leave plus extended breaks at Christmas and Easter, at the discretion of the College.
- A contributory defined benefit pension scheme and interest-free season ticket loan are available
- Location: Based in Battersea (on site a minimum of 3 days per week - although flexibility is needed when events are being run to meet business needs and could include presence on site more days and working outside of usual hours).
- Department: Research & Innovation



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

27 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 six 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 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.



## Equality, diversity and inclusion - Disability and neurodiversity

### Disability Confident

RCA is a Disability Confident Committed employer. You may recognise the logo from our job adverts.

Disability Confident is a government scheme designed to encourage employers to recruit, retain, and develop disabled people. RCA was originally awarded the Disability Confident certificate in October 2022, which broadens and deepens our existing commitment as an employer.

As a Disability Confident Committed employer, we commit to the below core activities:

- ensure our recruitment process is inclusive and accessible
- communicating and promoting vacancies
- offering an interview to disabled people who meet the minimum criteria for the job
- anticipating and providing reasonable adjustments as required
- supporting any existing employee who acquires a disability or long-term health condition, enabling them to stay in work
- at least one activity that will make a difference for disabled people





**10 YEARS**

as the world's N°1  
University for Art & Design

QS World University Rankings by Subject 2015-24

Together, the RCA community can generate change now for a sustainable future everywhere.