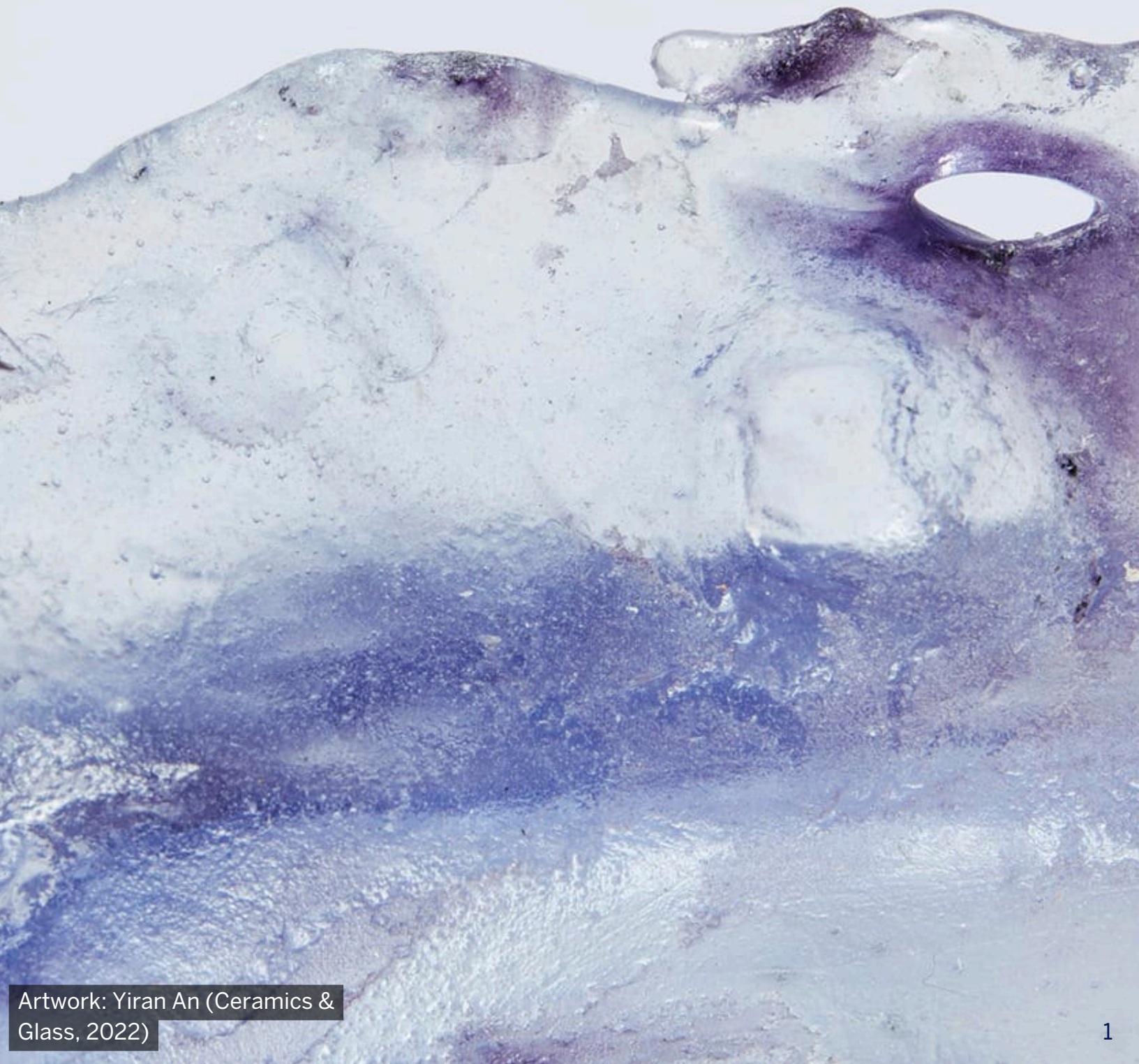


RCA

Executive Education Coordinator October 2024



Artwork: Yiran An (Ceramics & Glass, 2022)

CONTENTS



Photo: Richard Haughton

3	<u>About RCA</u>
4	<u>Our Strategy</u>
5	<u>Our People</u>
6	<u>Our Values</u>
8	<u>About the Role</u>
11	<u>Person Specification</u>
13	<u>Pay and Benefits</u>

WELCOME TO THE RCA

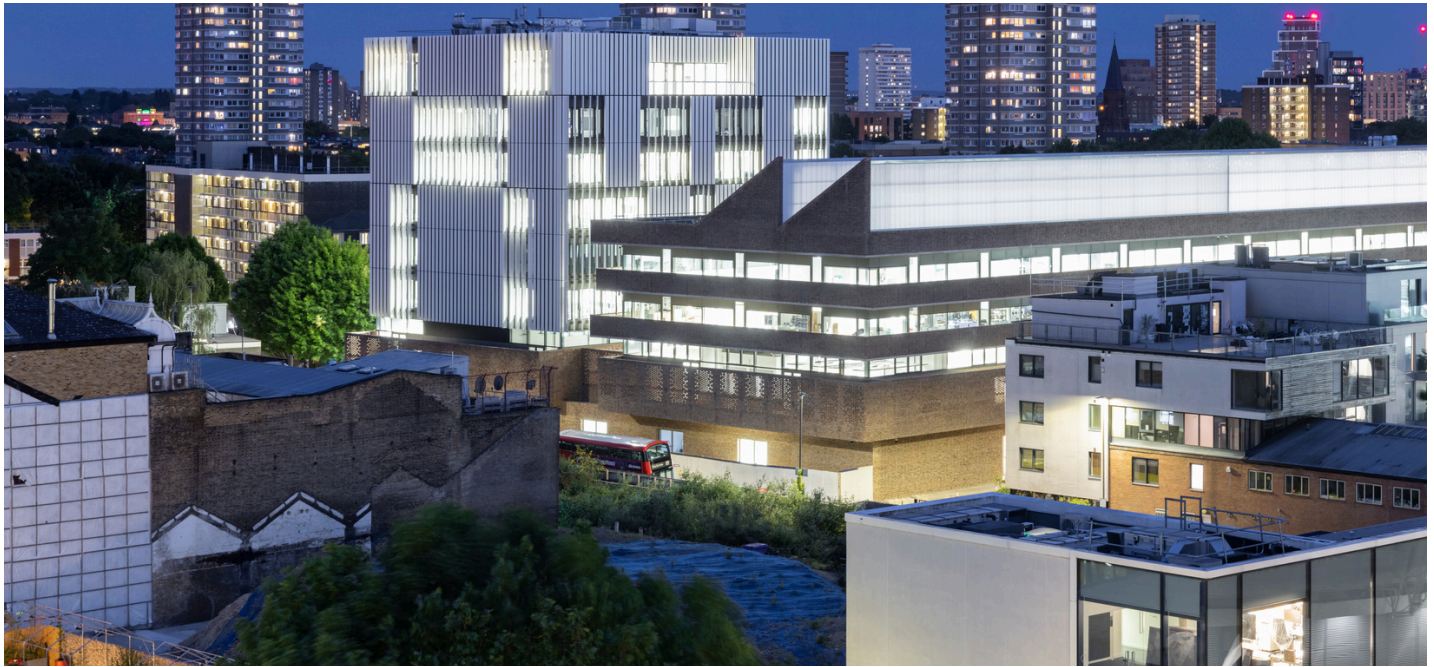


Photo: Iwan Baan

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 Haughton

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 short 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 online IN SESSION talks throughout the year on topics related to new course areas of knowledge to build engagement with our audiences.

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

Executive Education Coordinator



Photo: Richard Haughton

Purpose of the post:

The Executive Education Coordinator will take responsibility for the planning and delivery of RCA's Executive education open programmes, including summer courses, masterclasses and certain bespoke programmes. They will support the Executive Education department in expanding the number and range of Executive Education programmes on offer, ensuring the highest quality is maintained and income targets are met.

This business-facing role focuses on three key objectives;

- Embedding Executive Education within the College's portfolio of revenue-generating activities, widening the pool of tutors
- Expanding, designing and successfully managing the open Executive Education portfolio offering excellent customer service
- Maintaining and growing increasing annual revenue in line with the RKE targets

Main Duties and Responsibilities:

Planning and Project Management

- Take responsibility for the planning, organisation and management of RCA's annual Executive Education open short courses schedule, including online and in person courses and masterclasses, as directed by and in collaboration with the Executive Education team, developing good relationships with internal administrative and academic staff as well as Professional Service teams.
- Liaise with Schools and Centres to develop proposals for open short courses and develop a wider pool of tutors with relevant expertise and knowledge.
- Oversee events from start to finish, managing all event logistics including taking responsibility for invoicing, client bookings, room bookings, equipment hire and catering, with support from Research and Innovation administrative staff and student/graduate ambassadors.
- Collaborate with and delegate course planning and delivery tasks to Schools and Centres administrative staff and student/graduate ambassadors.
- Deliver high quality, professional, safe events that comply with RCA policies and procedures and enhance its reputation.

Communication

- Develop event proposals for new open and custom short courses with Schools and Centres as directed by the Head of Executive Education.
- Write clear event plans and staff briefings and communicate them effectively to stakeholders, including the Executive Education team's annual marketing activity plan.
- Develop content for RCA website and any microsites, including liaising with external networks, paid advertising, liaising with Marketing and Communications, and updating sites as necessary
- Oversee the online enquiries and bookings for open short courses and respond in a timely manner.
- Write engaging copy for event marketing and invitations, including the Executive education team's online newsletter.
- Plan and manage the delivery of IN SESSION online talks in line with the annual Executive Education open short courses schedule.



Photo: Richard Haughton

Main Duties and Responsibilities (cont):

Business Development

- Work with the Head of Executive Education to increase income in line with School and Centre targets
- Build key relationships with School, Research Centre and Professional Service colleagues, external organisations and individuals including other academic institutions, government and regional agencies, business and cultural organisations, consultants and suppliers.
- Proactively identify and pursue opportunities for engagement with Executive Education through research and direct marketing activities.
- Represent RCA externally, maintaining strong links with key organisations and businesses and by identifying future partnerships and opportunities
- Assist the Head of Executive Education and Executive Education Manager in negotiating and drafting standard agreements for Executive Education projects

Finance and Resource Management

- Take responsibility for ensuring the programmes run to budget, working closely with the Head of Executive Education and the Executive Education Manager.
- Be responsible for the day to day financial management of projects including budget setting, appropriate costings and ensuring accurate financial reporting and reconciliation
- Produce, in collaboration with the Finance Department, management reporting accounts and end of project reports for
- Prepare and present financial reports and other materials for the college's management committees as requested
- Be responsible and manage financial processes such as invoicing clients, raising POs for external collaborators and suppliers and reconciling the credit card of the Head of Executive Education

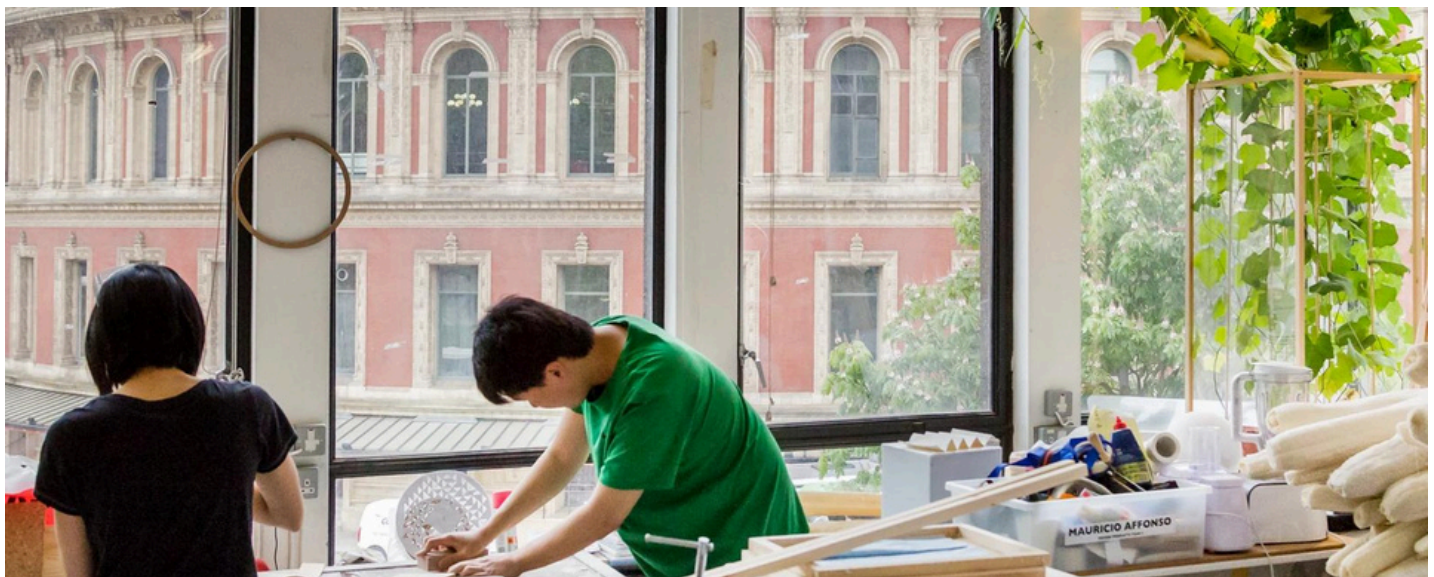
Evaluation

- Lead on the monitoring and evaluation of all open short course activities
- Use delegate feedback to improve RCA experience
- Continuously assess and improve events and student experience initiatives through surveys and participant feedback

Person Specification

Essential:

- An honours degree (or equivalent) in a relevant subject with evidence of strong intellectual and analytical skills
- Excellent administrative, organisational and financial skills
- Proven experience of planning and project managing multiple externally focused events, both in person and online
- Demonstrable experience of financial management
- Excellent customer facing skills and demonstrable sales experience
- Ability to communicate confidently face-to-face with a broad range of internal and external stakeholders, including international clients, senior executives, academics, internal administrative staff and students/graduate ambassadors
- Demonstrate ability to negotiate effectively
- Ability to effectively communicate information to a range of audiences, from financial reports to marketing collateral.
- Understanding of evaluation procedures, including gathering and responding to feedback.
- Fully understand the diverse needs of the various different programme audiences.
- Self-motivated with the confidence to work independently
- Ability to prioritise a varied workload
- Proactive problem solver
- Ability to delegate effectively to administrators and external student/graduate ambassadors on a project-by-project basis
- High level of digital literacy and IT skills including digital delivery and collaboration tools (eg. Zoom, MIRO), digital communication tools (eg. Slack), digital project management software (Asana), VLE (eg. Moodle), productivity suites (eg. Google for work, Microsoft Office), web/internet use, CRM systems and financial management systems.



Person Specification

Desirable:

- Experience of working in Higher Education
- Practical experience of email marketing and social media management
- Understanding of the current challenges faced by HE institutions, particularly within short course and Executive Education markets.
- An interest and enthusiasm for contemporary art, design and culture
- Working knowledge of the relationships between research, knowledge exchange, innovation and development in a University context.
- Strong understanding of event Health and Safety guidelines and policy



Pay & Benefits

Additional Information:

- Responsible to: Head of Executive Education
- Full time salary: Grade 7 £43,809 - £47,336 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 to cover maternity leave. Please note this could end sooner than expected if the substantive post holder returns earlier than expected.
- 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.