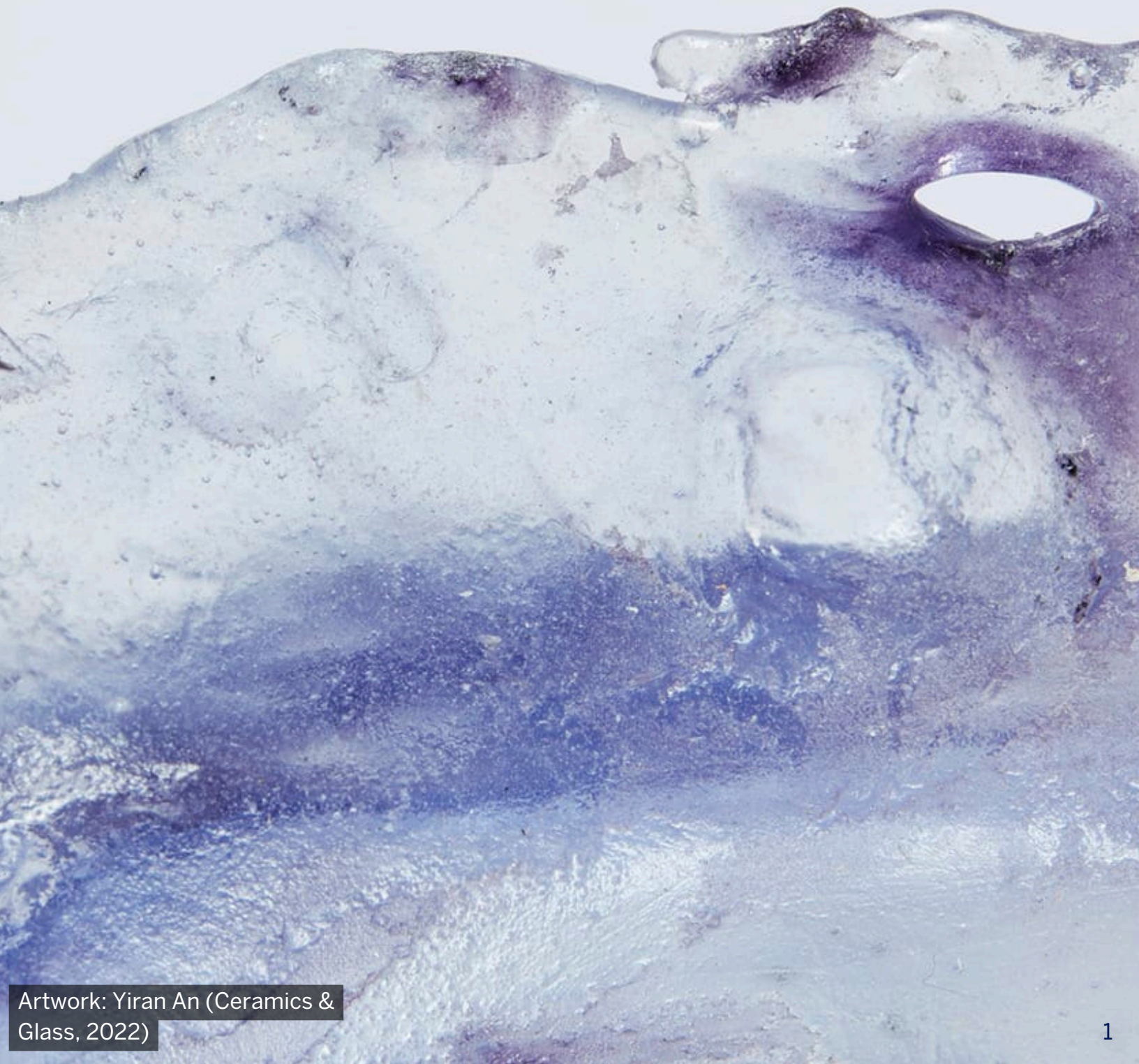


# RCA

# Visual Communications Designer February 2025



Artwork: Yiran An (Ceramics & Glass, 2022)

# CONTENTS



Photo: Richard Haughton

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

# 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.

# Intelligent Mobility Design Centre



Photo: Richard Haughton

The IMDC is an interdisciplinary centre exploring, experimenting, prototyping and evaluating new mobility and automotive transitions via the synthesis of design and research methods. It integrates design and technology with insights into people and the social, environmental and economic context to enable a 360 view on the design of future mobility.

The IMDC is organised into three distinct yet complementary Studios enabling a multifaceted perspective on mobility design:

- The Automotive Transitions Studio is focussed on vehicle design and explores the paradigm shifts of the car industry, its transition to a focus on sustainability and its connection with car design heritage, material culture, fashion and people's aspirations.
- The Humanising Technology Studio explores how mobility experiences and services may be transformed by the impact of emerging technologies and how these can be made accessible, usable, and enjoyable by understanding people and leveraging creative methods.
- The People & Places Studio explores the relationships between society, place-making and our transport systems and how design might respond to this relationship through new forms of architecture and sustainable mobility products, services and experiences.

The IMDC collaborates with business, academic, government and voluntary sector partners and exchanges knowledge via education, events, publications and industrial collaboration and strategic partnerships. The partnership with Hyundai-Kia is the inaugural industry funded Innovation Lab at the IMDC. Hyundai Motor Group and its Hyundai, Kia, and Genesis brands, has partnered with IMDC to foster the creative exploration of the future of mobility.



## Inspiring Futures for Zero Carbon Mobility – Visual Communication Designer, Royal College of Art

Would you like to be part of a major collaborative research initiative to help tackle transport's contribution to the climate crisis? Are you looking to apply your communication design experience to a new challenge? Do you thrive on working in an exciting and creative environment committed to making a difference?

### About the project

Inspiring Futures for Zero Carbon Mobility (INFUZE) is a major £7.8m five-year research grant funded by the Engineering and Physical Sciences Research Council. Working across the Universities of Leeds, Lancaster and the Royal College of Art, INFUZE is seeking to achieve transformative change in how transport works, addressing the climate challenge whilst improving fairness and quality of life. INFUZE is an exciting new collaboration which will work with citizens and businesses to re-imagine our transport systems. The programme will build an increasingly ambitious suite of real-world trials with communities, transport providers and government partners.



## Purpose of the Post:

We are looking for a creative and passionate visual communication designer to support the communication design of a globally significant 5 year community-led sustainable mobility design research project centred in and around Leeds. While regular visits to the team are expected, the postholder is not required to be based in Leeds or London.

You will use creative co-design approaches to support the design researchers at the RCA and Lancaster, and the wider INFUZE team, in their work engaging with citizens and project partners. Design work will need to support a series of online and face to face surveys, interviews, creative assemblies and group and individual design activities. Outputs of these activities will include calls to action, presentations and publications and visual contributions to the project website and social media channels including, where useful, 2d, animations and video outputs generated with your colleagues.

The design process will be iterative and we expect you to help use design to engage a diverse group of Leeds citizens, help them to learn about their role on the project, join creative co-design activities, share our learnings through a physical and online exhibition, and support the design of a participatory mobility science toolkit which will help planners, policy makers and communities engage in meaningful and radical mobility change.

We also expect you to provide design content to support the wider public relations activities which will be managed by the University of Leeds.



## Main Duties and Responsibilities:

### Visual Communications & Design for events

- Design high quality visual communications for various audiences and stakeholders in collaboration with project partners.
- Outputs will include calls to action, presentations and publications and contributions to the project website and social media channels including, where useful, 2d, animations and video outputs generated with your colleagues.
- Support project partners to produce design elements for social media, articles, reports and news stories about issues relating to the project' work ensuring alignment with overall brand and profile. Facilitate communications with key stakeholders and audiences, by providing expert visual design advice and support where needed.



Photo: Richard Haughton

## Main Duties and Responsibilities (Cont)

### Impact and Participation

- Work with the project leads to develop and implement the project communication design to maximise participation and research impact for the project.
- Lead the delivery of the project communication design in collaboration with the project officer to support them in raising the profile and impact of research activity to local, national and overseas audiences.
- Generate design communications for various audiences and stakeholders in collaboration with the project team, which will include supporting:
  - marketing events and activities,
  - design material to support public participation both online and through face to face activities and exhibitions, and
  - the development of project outputs that build into a participatory mobility science toolkit in an iterative and creative way.
- Support the project team on branding, guidelines, consistency across the project as a whole to ensure it is inclusive and impactful.
- Identify communication opportunities from emerging project content.
- Support the project officer in the successful delivery of project communication through the visual interpretation of public announcements, presentations and publications and contributions to the project website and social media channels.

### Partners development and teamwork

- Develop effective working relationships with the project team in order to support excellent research activities. The project is highly collaborative and, besides the internal RCA team, relationships with the teams at our partner universities are important.
- Build relationships with project partners that support the impact of the research and high quality visual outputs.
- Participate in project and team meetings and activities, events and workshops where appropriate, contributing ideas for the development, delivery and promotion of projects.



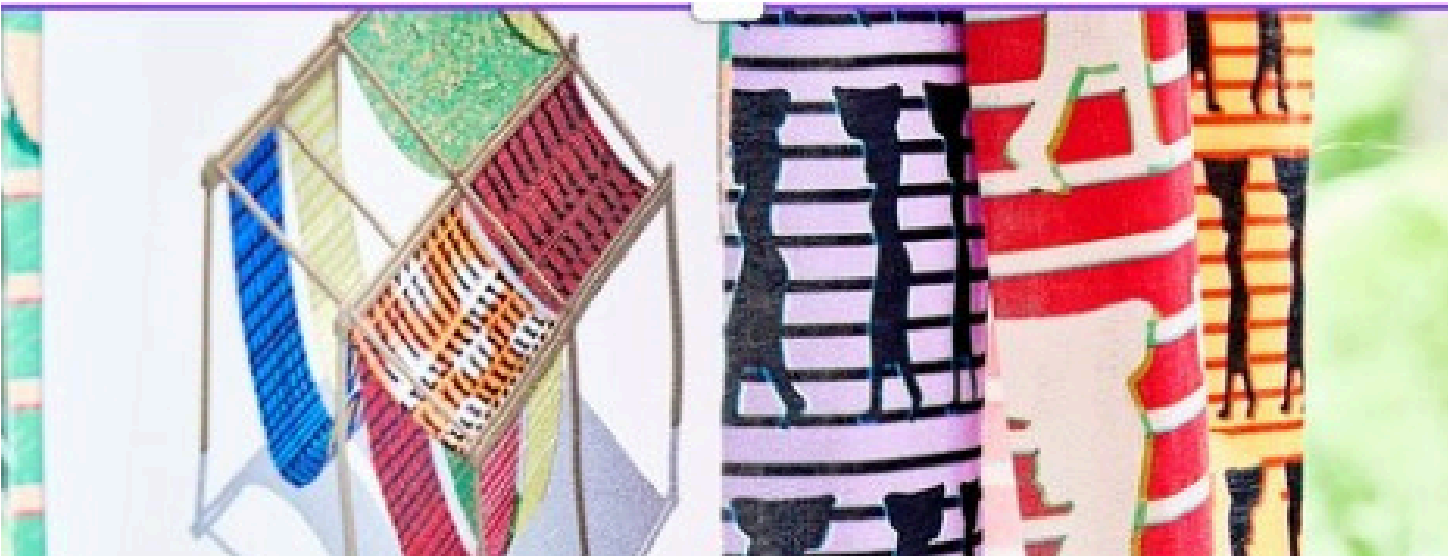
# Person Specification

## Essential:

- Educated to Bachelors degree level or equivalent.
- Proven visual communications design skills, in particular, articulating academic and technical information to the public.
- Proven track record of effective visual design across physical and digital media including publications, workshops, exhibitions and websites.
- Proven interpersonal and communication skills with a high degree of tact and diplomacy, able to deal with the public, internal and external contacts, and senior academic staff, appropriately.
- High proficient IT skills and digital literacy including productivity suites (Microsoft Office, Google for work), the Adobe Creative Cloud suite, and other video, animation and web-based design tools.
- Strong understanding of typography, layout and visual communication principles
- Creative problem-solving skills and a passion for using design to address complex challenges
- Ability to be forward thinking and offer strategic insight for visual communication design.
- Genuine commitment to the aims of the project and of the Centre.
- A good knowledge of accessible design, and how to produce inclusive materials

## Desirable:

- Evidenced experience of collaborative projects, preferably involving Higher Education / industry / public sector collaborations in a relevant field.
- Evidenced experience with people-centred design and design for public participation
- Interest in service design, sustainable mobility, future scenarios, human experience and behaviour, inclusive design
- Commitment to social and environmental responsibility and inclusive people-centred design practices
- Experience of trans-disciplinary approaches to systemic challenges
- Understanding of research projects and Higher Education Design projects.



# Pay & Benefits

## Additional Information:

- Responsible to: Head of IMDC
- Full time salary: Grade 7 £43,809 - £47,336 per annum including London Allowance.
- Fixed term until end July 2029 and part time role (0.3fte - 10.5 hours per week).
- 27 days annual leave plus extended breaks at Christmas and Easter, at the discretion of the College Pro rata for part time employees.
- A contributory defined benefit pension scheme and interest-free season ticket loan are available, along with many other benefits.
- Location: Battersea/Hybrid
- Department: Intelligent Mobility Design Centre



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.

### 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.