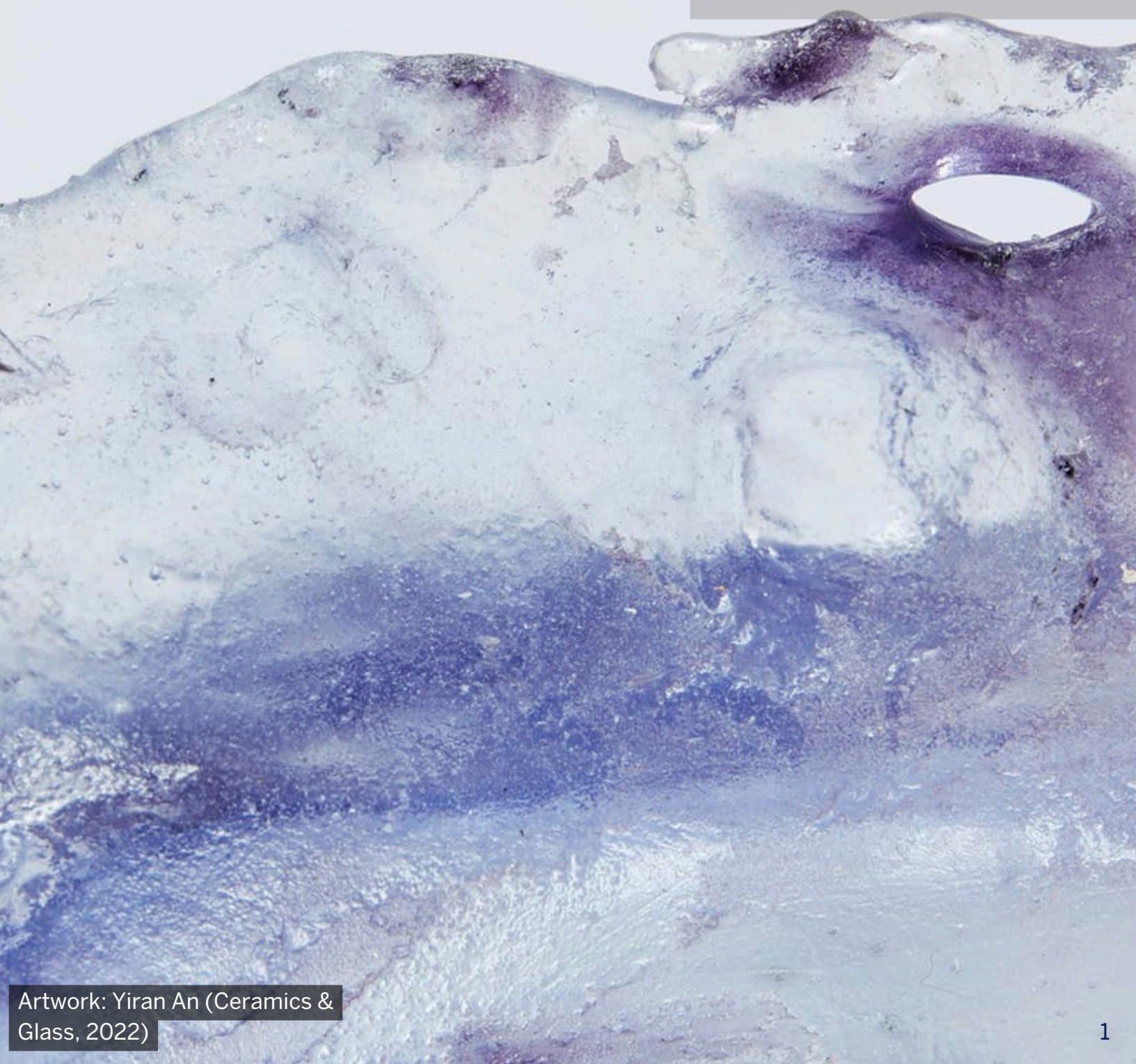


# RCA

# Advancement Manager Advancement & Alumni

## March 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>
7	<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.



# Advancement & Alumni



Photo: Richard Haughton

Philanthropy plays a significant role in the life of the RCA and Advancement & Alumni work with a community of engaged philanthropists to support the College's vision for the future.

Our alumni, alongside donors, companies, trusts and foundations are all integral to ensuring our students and staff have the resources to perform at their best.

The Advancement & Alumni culture is collaborative, ambitious and transparent. We work closely with colleagues across the College as well the Council and value the ability to act as an ambassador for the RCA.

# Advancement Manager



Photo: Richard Haughton

Department: Advancement & Alumni

Grade 8

Responsible to: Associate Director, Advancement & Alumni

Purpose of the post:

The Development Manager (Proposals & Stewardship) is responsible for ensuring that RCA prospects and donors receive a high level of stewardship. They will work with colleagues to produce creative and engaging proposals and reports. The post holder will work with the Associate Director to devise, manage and deliver the RCA's stewardship processes. They will be the first point of contact concerning compliance. This is a key internal facing role in ensuring the Advancement & Alumni programme is a success.

The current Advancement & Alumni team is small, operating in a specialist postgraduate university. There is a strong sense of collegiality that drives the RCA's success and team members at all levels work together to a shared goal and purpose. Pulling together as a team, having an open mind to new ways of working and indeed the desire to jump in and deliver a new project, are the attitudes and mindset we prize at the RCA and which have contributed to our sustained high performance and success.





Photo: Richard Haughton

### Main duties and responsibilities:

- Work with Associate Director and the Advancement & Alumni team to implement an overall approach to ensure compliance with gift requirements and timely reporting to donors, in line with any proposals, applications, agreements and/or gift conditions.
- Work closely with colleagues in the Advancement & Alumni team, as well as across the RCA, to ensure that stewardship and reporting is established as a core part of the College's donor relationship management.
- Work with fundraisers to write and produce excellent proposals and cases for support, ensuring they include clear, realistic and achievable delivery and stewardship targets, and are delivered in a timely fashion.
- Work with colleagues in the Advancement & Alumni team to devise plans collaboratively to ensure high-quality stewardship for each donor.
- Develop, implement and monitor a comprehensive communications programme that contributes to an excellent donor journey, including writing and producing compelling donor updates.
- Work closely with colleagues in the Advancement & Alumni team and across the RCA to agree the overall approach and process to manage donor compliance.
- Oversee and coordinate all donor communication materials and generate content for a range of internal (intranet) and external (annual report, seasonal emails, etc.) taking every relevant opportunity to enhance the culture of philanthropy and the College's reputation.
- Working with colleagues in Engagement, Brand and Marketing to create communications and print reflecting the excellence of the RCA.



Photo: Richard Haughton

#### Main duties and responsibilities:

- Ensure donor intelligence and feedback is captured and recorded surrounding any reporting and at any other appropriate point.
- Participate in cross-departmental meetings and reviews relating to gifts to ensure in-depth understanding of requirements and reporting.
- Lead in the coordination, consolidation, writing and editing of donor reports, gathering and incorporating feedback from colleagues. Ensure that reports reflect the original gift proposal, the gift agreement or other gift terms and conditions, and display high-quality results-based monitoring and evaluation.
- Liaise with the Finance, Academic and other Departments and Schools to ensure that narrative, financial and visual elements of reports, proposals and cases for support align with one another to create creative, powerful, engaging and inspiring documents.
- Act as a central point of contact for donor compliance and impact reporting requirements, ensuring that relevant colleagues are informed of donor requirements.
- Maintain an up-to-date resource library of templates for proposals, cases for support and reports.
- Work with colleagues to ensure accurate systems for reporting outputs, outcomes, impacts, benefits and expenditure concerning donor gifts.





Photo: Richard Haughton

#### Main duties and responsibilities:

- Maintain a matrix of roles and responsibilities for all colleagues involved in the donor reporting process and that each person is aware of what is required of them.
- Ensure records for donors are current and accurate, making effective use of the RCA's Raiser's Edge prospect tracking systems and ensuring accurate recording of data.
- Ensure that all activities comply fully with the current GDPR and any other relevant legislation, codes of practice and ethical guidelines.
- Support the donor-centric culture of the Advancement & Alumni team to engage with donors personally, effectively and respectfully.
- Build effective working relationships with colleagues across the RCA and ensure productive cross-department cooperation.
- Drafting of bespoke communications for VIPs on behalf of Directors, Chancellor, Chair of Council and President & Vice-Chancellor
- Speech writing for senior RCA staff
- Stewardship gift management - sourcing gifts, budget, distribution, etc.
- The Development Manager may also be expected to carry out other duties, which may be reasonably requested. The job may involve travel or occasional evening and weekend work.

# Person Specification

## Characteristics of the Post Holder

### Essential:

- Strong experience of working with donors, preferably in proposal writing, stewardship, donor compliance and output, outcome and impact reporting.
- Experience of project management.
- Experience of devising and implementing approaches to donor management, preferably compliance and impact reporting.
- Experience of reporting to and knowledge of compliance requirements and impact interests of major institutional and corporate donors.
- Entrepreneurial flair with a high level of self-motivation and initiative, and a demonstrable desire to succeed, achieve results and make a difference.
- Experience of working with fundraisers and researchers to devise and draft cases for support, proposals and reports.

### Desirable:

- Interest in and enthusiasm for art, design, higher education and the work of the RCA.
- Experience of working in a major and/or principal gifts fundraising environment.
- Knowledge of current relevant legislation, codes of practice and ethical guidelines.



# Pay & Benefits



Photo: Philip Vale

## Additional Information:

- Salary G8 from £48,832 per annum pro rata
- This is a Full time post, 35 hrs per week
- 27 days annual leave plus extended breaks at Christmas and Easter pro-rata
- A contributory defined benefit pensionscheme and interestfree season ticketloan are available
- The successful candidate will be required to work at our Kensington campus, and across the RCA's other London sites (White City and Battersea) as necessary and reasonably requested.

### 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 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.



## 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.