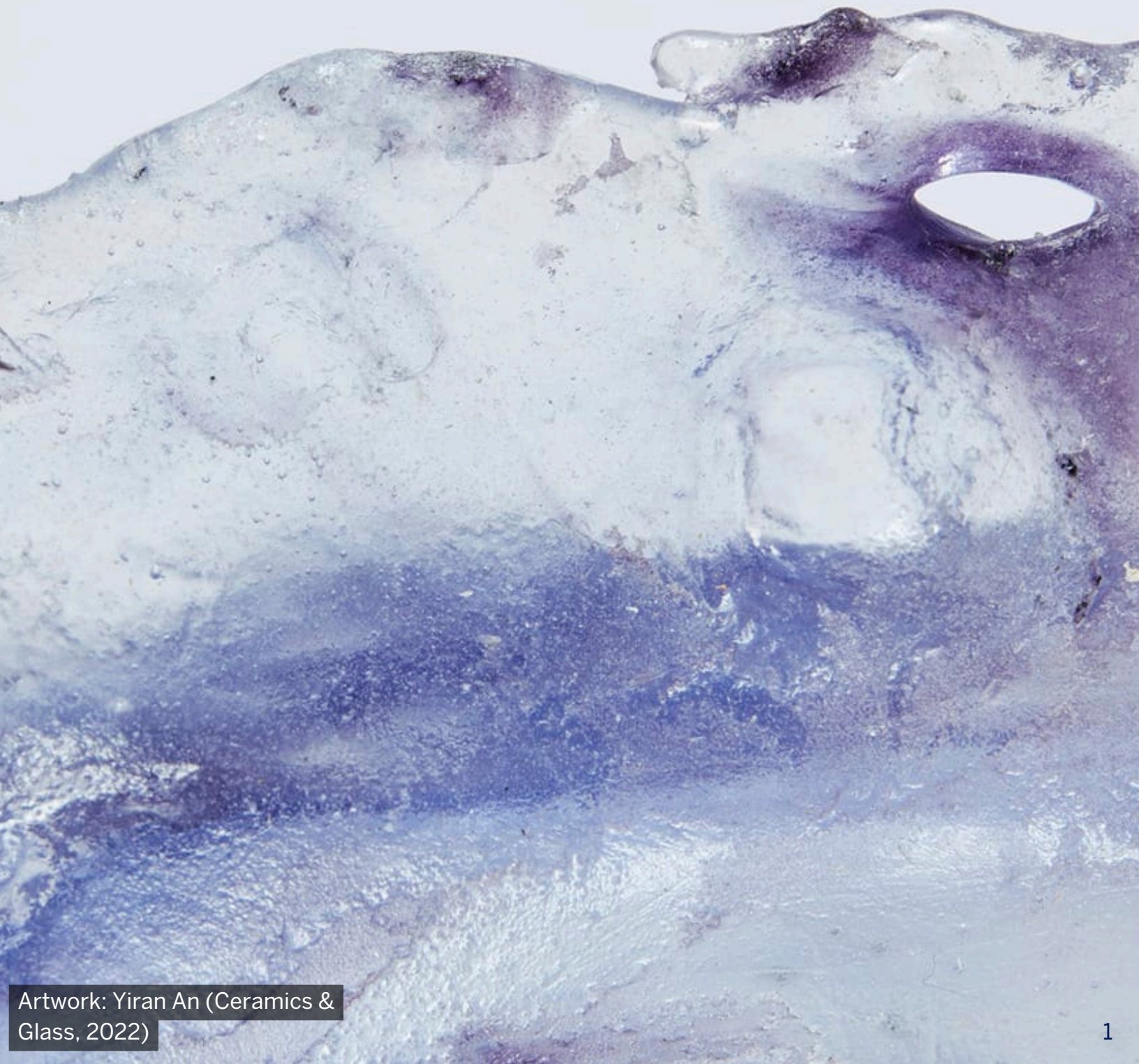


RCA CRM & Marketing Officer

June 2025



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 eleven consecutive years, according to the QS World University Rankings by Subject 2025 – 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.

Engagement, Brand & Marketing



Photo: Richard Haughton

Engagement, Brand & 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, Engagement, Brand & 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.

CRM & Marketing Officer



Photo: Richard Haughton

Purpose of the post:

This new role plays a central part in supporting the implementation and ongoing delivery of communications and marketing campaigns, primarily to prospective students, focusing on optimising conversion points throughout the student recruitment cycle. Working within the Marketing & Student Recruitment team (Marketing), the role is essential in supporting domestic and international recruitment efforts, and ensuring the timely, effective, and brand-aligned delivery of messaging through email and paid marketing channels.

The Marketing team is responsible for the delivery of high quality postgraduate applications every year and in the conversion and retention to enrolment of those successful applicants.

The role holder will provide content, marketing communications and operational CRM support to ensure that our prospective students are supported throughout the process of enquiring, applying and ultimately joining the RCA. The journey to enrolment includes specific conversion points that the post holder's activities will support:

- Enquirer to applicant
- Offer holder to offer acceptor
- Offer acceptor to enrolled student
- Waiting list students

A substantial amount of the role lies in supporting the Marketing team's managers and working directly with media, creative and recruitment partners to ensure the successful implementation of marketing and email communication campaigns.

The role requires someone with good marketing experience, very good organisational and interpersonal skills, teamworking, creativity, and strong writing and image selection skills and the ability to manage and manipulate data.

Hybrid working for this role will be possible, but a minimum of two days a week will be required on-site.



Photo: Richard Haughton

Main duties and responsibilities:

CRM and Email Marketing

- Support in the drafting, organisation and implementation of email communications activities for relevant enquirers and applicants to help optimise key conversion and retention points through to and enrolments. Email types include, but are not limited to:
 - o Programmed email campaigns to specific audience segments
 - o Event support, eg. invitations and follow-ups for open days, external recruitment events
 - o Ad hoc in response to emerging developments or opportunities
 - o 'What's On' newsletters highlighting activities at the RCA
- Working closely with the Marketing Manager and the College's student recruitment partner agency to:
 - o Support in the ongoing delivery and improvement of programmed email marketing campaigns
 - o Support in the briefing, production and delivery of periodic emails and SMS communications, including the creation of mailing audiences
- Review email proofs and review/feedback as well as coordinate approvals
- Help ensure communications delivered through CRM processes are crafted in an engaging and informative way and are appropriate to the target audience that aligns with the brand voice
- Maintain RCA brand standards in tone and visual presentation across all communications
- Ensure communications are accurate, appropriately signed off, and in line with Competition and Markets Authority (CMA) guidelines and accessibility best practices
- Plan, build, and deliver individual email communications as required to prospective student groups, using Mailchimp



Photo: Richard Haughton

Main duties and responsibilities:

- Manage and maintain the organisation's email databases, segmenting audiences appropriately and ensuring data accuracy in line with GDPR
- Work with the College's creative agency and/or colleagues including the RCA's in-house content team on the production of creative assets for use in email campaigns and communications, and maintain an asset library
- Monitor and report on the effectiveness of campaigns against objectives and KPIs
- Innovate and test new ways of communicating with prospective students or enhancing existing processes
- Act as a liaison between the student recruitment partner agency and other RCA departments involved in student recruitment to identify and deliver specific communications requirements.
- Monitor inbound email enquiries and responding or triaging as required
- Administer surveys to improve how we understand and evaluate the RCA's student recruitment work



Photo: Richard Haughton

Marketing and Campaigns

- Supporting the Senior Marketing Manager with the booking, tracking and monitoring of current and upcoming activity with the College's media agency to ensure campaigns run efficiently and deadlines are adhered to
- Assist with the proofing and approval process for creative assets and advertisements
- Create and publish specific digital ads in-house to promote UK and international student recruitment events
- Undertake other operational marketing duties managed in-house (eg. updating information on third party websites)

General duties

- Support the monitoring of relevant budgets, including updating budget trackers and coordinating the creation of purchase orders and invoicing in-line with the College's financial regulations and processes.
- Attend RCA events as appropriate; to be prepared to undertake occasional evening work and possible travel within the UK.
- Collaborate with the wider RCA teams to ensure consistent messaging across platforms.
- Updating monthly KPI trackers and reports and gathering market intelligence
- Undertake any other duties and responsibilities which are commensurate with the level of this role, as required
- Act in accordance with all RCA policies and procedures including Equality and Diversity, Health and Safety and Data Protection, at all times

Person Specification

Characteristics of the Post Holder

ESSENTIAL SKILLS AND EXPERIENCE

- Experience and demonstrable success of working in a busy marketing environment with an understanding of the role of marketing strategy and plans.
- Experience working on marketing campaigns
- Experience of implementing customer relationship marketing (CRM) activities.
- Experience in working with external marketing agencies or suppliers
- Excellent organisational, interpersonal and time management skills
- Ability to manage multiple projects and activities within specified time frames
- Strong copywriting and image selection skills
- Proficient in the use of productivity suites especially Excel and Google Sheets
- Strong data management and reporting expertise with the ability to sort, manipulate, extract and edit data
- Able to deliver projects independently, as well as work as part of a team
- Experience of tracking and updating information using a range of systems
- Strong attention to detail
- Understanding of the importance of equality and diversity

DESIRABLE SKILLS AND EXPERIENCE

- Relevant marketing qualifications or training
- Experience in a higher education or arts and culture setting
- Understanding of postgraduate student journey for UK and international students and mapping and role of timely and effective conversion-focused communications within this, or
- Understanding of long and complex customer journeys
- Knowledge of MailChimp or similar email marketing platforms
- Experience of updating simple web pages
- Awareness of standards for managing and protecting information, including information security and data protection principles
- Pro-active, innovative, able to spot opportunities and communicate to managers

Pay & Benefits



Photo: Philip Vale

Additional Information:

- Salary G5 from £33,883 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.

Job Description

Job title:	CRM & Marketing Officer
Department:	Engagement, Brand & Marketing
Contract:	Permanent
Grade:	5
Working hours:	Full time (part-time applications welcomed)
Reports to:	Senior Marketing Manager

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.