

RCA

Executive Education Events & Communications Administrator July 2026



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>
8	<u>Our Values</u>
9	<u>About the Role</u>
14	<u>Person Specification</u>
16	<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 postgraduate-only community of art and design students. It has been ranked number one in the world 12 consecutive years (QS World University Rankings by Subject 2015-2026).

Studying at the RCA is the starting point for UK and global creative leaders. With more than 30,000 RCA alumni all over the world, the College's graduates form a diverse international network of artists, designers, creators and innovators.

Around 2,500 students are spread across three schools – Architecture, Arts & Humanities, Communication and Design - and in the RCA's Research Centres. The College creates an environment that champions exploration, collaboration and interdisciplinary learning - using art and design to reframe the possibilities of the humanities, technology, and ethics; and equipping graduates for new futures and opportunities

Research is at the heart of the RCA's impact. In active discussion with the world, the College brings interdisciplinary researchers and partners together in vital areas such as climate and sustainability, technology and society, and leads the field in practice-based research. As a result, the RCA is ranked as one of the most research-intensive specialist art and design universities in the UK [under the Research Excellence Framework 2014 and 2021].



Photo: Richard Haughton

The RCA champions exploration, collaboration and interdisciplinary learning - using art and design to reframe the possibilities of the humanities, technology, and ethics. We experiment, question and discover, putting research and practice at our heart, to equip students for new futures and opportunities and build on current knowledge.

Current 'real world' practices of our disciplines are fully integrated into our teaching delivery and student learning. The RCA model also consciously uses both the high research active levels of faculty, and the absence of undergraduate provision, to provide concentration and focus, in order to use research to creatively 'disrupt' the learning experience.

Our People



Photo: Richard Haughton

The strength of the RCA lies in its people: our students, academic community, researchers, technical specialists, professional services teams and our global network of alumni and partners.

The RCA's Chancellor is Sir Jony Ive, one of the world's most influential designers. The Pro-Chancellor and Chair of Council is Sir Peter Bazalgette, and the President & Vice-Chancellor — the College's Chief Executive — is Professor Christoph Lindner, who joined the RCA in 2024.

The RCA's academic faculty bring world-leading expertise and industry knowledge to the College's model of teaching. All faculty are actively engaged in their relevant industries and professional practice beyond academia, and the RCA is the only specialist art and design university where all of our permanent academic staff are also research active and included in the RCA's submissions to the UK Research Excellence Framework.

The RCA has a total academic and research workforce of over 400 people, which includes Associate Lecturers, Visiting Professors and Guest Lecturers who bring 'live industry' experience into the taught curriculum

The RCA also employs a team of over 100 highly skilled technicians, many of whom themselves have postgraduate qualifications and are well established and recognised practitioners in their fields of specialism. Our skilled technical staff and technical resources are integral to delivering an interdisciplinary approach which is a key part of the student experience.



OUR STRATEGIC DIRECTION: TOWARDS THE RCA AT 200 (2026–2030)

The RCA's new Strategic Plan sets out a transformational five-year phase as we begin our journey towards our bicentenary in 2037. Our ambition is to become the world's most influential art and design community, with a global footprint and a renewed approach to research, education, partnerships and organisational culture.

By 2030:

- The College will operate across two revitalised central London campuses, including a reimagined Darwin Building at Kensington.
- We will establish research and education hubs outside the UK for the first time.
- We will strengthen our global partnerships, increase access to scholarships and widen participation for students from all backgrounds.
- We will be recognised for leadership in emerging creative technologies, especially AI, and for our contribution to sustainability, regenerative practice and public good.

Our work is underpinned by the RCA's four values — Collaboration, Curiosity, Inclusion and Integrity — and by commitments to long-term resilience, financial sustainability, staff and student wellbeing, and a culture where creativity and innovation thrive.



The College's ambitions will be delivered through three Strategic Pillars:

Strategic Pillar One

Creating and delivering the best art and design education, dialogue and research.

Strategic Pillar Two

Championing a community with outstanding potential who are diverse, inclusive and connected.

Strategic Pillar Three

Convening transformational exchanges of art and design expertise and ideas.

Our Values



Photo: Shaun James

The RCA community operates in line with four agreed values:



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.



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.



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.



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.

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 30-40 online, in-person and hybrid short courses and events to meet their annual income targets each year.

Executive Education at the RCA is built on the belief that human-centred, creative skills are core competencies for tomorrow's workforce. Over the past decade, RCA Executive Education have delivered over 200 customised executive level professional programmes for leadership teams, institutions, education providers and global partners, many returning year on year. We offer custom and open courses and each year 1500+ participants join us from over 60 nationalities. They can range from a half-day workshop, to a 5 day course, to a 6 month modular programme. Each year we deliver approximately 30-40 open and custom education programmes, plus 5-10 free talks.

- For individuals: we offer a portfolio of open executive masterclasses, short courses and summer schools that reflect the College's unique studio-based learning philosophy, delivered online, on-campus or hybrid. The portfolio of 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.
- For organisations: we offer senior-level custom executive education programmes for business, government, the public sector and universities globally; providing senior-level professionals with critical business skills, through our portfolio of innovation masterclasses and workshops.

In addition, Executive Education delivers a series of free online IN SESSION talks throughout the year on topics related to new courses to build engagement with our audiences.

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



Executive Education Events & Communications Administrator



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 oversee the marketing, communications and recruitment for the portfolio of 15-20 open short courses that includes creating and preparing 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

Main Duties and Responsibilities

The ideal candidate will:

- Be able to confidently liaise with customers, clients and academics across multiple projects at any given time.
- Be able to respond to customer enquiries efficiently and be able to distribute accordingly
- 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
- Be familiar with social media marketing, with editing and writing skills
- Be able to design and edit digital marketing assets for advertising, social media and webpages using software such as Adobe (eg. Adobe InDesign or similar) and/or Canva
- 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
- Oversee and monitor the marketing budget and expenditure, with support from the Senior Executive Education Manager
- Maintain and update the Executive Education database, analysing data as required update (the current database is circa. 20,000 contacts)
- General administrative support for the Executive Education team that may include organising payments and contracting staff, reconciling the credit card of the Head of Executive Education
- Provide support and cover for other members of the team as required



Main Duties and Responsibilities

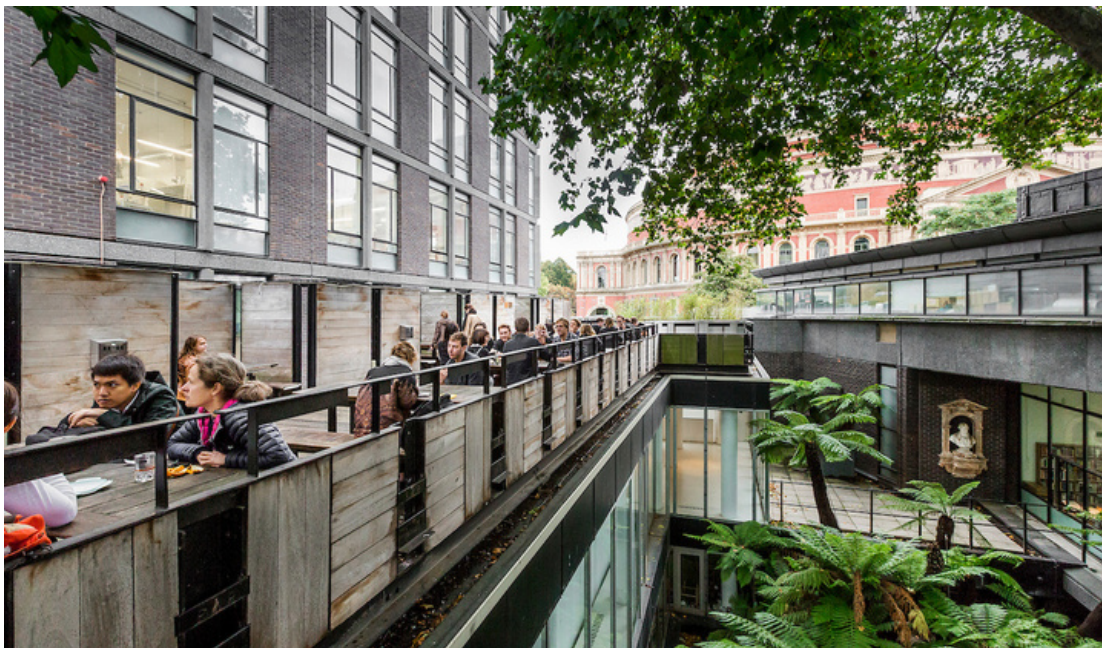
Marketing and communications

- 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 RCA website, newsletter, intranet and any microsites, including liaising with external networks, paid advertising and updating sites as necessary.
- 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



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
- Ability to use social media platforms such as Instagram and LinkedIn and maintain the Executive Education accounts.
- Experience creating social media content for a brand or organisation
- Ability to design and edit digital marketing assets for advertising, social media and webpages using software such as Adobe and/or Canva 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
- Data management and use of data to improve marketing and communication activities
- Ability to manage multiple demands and projects across events, marketing and administration 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:

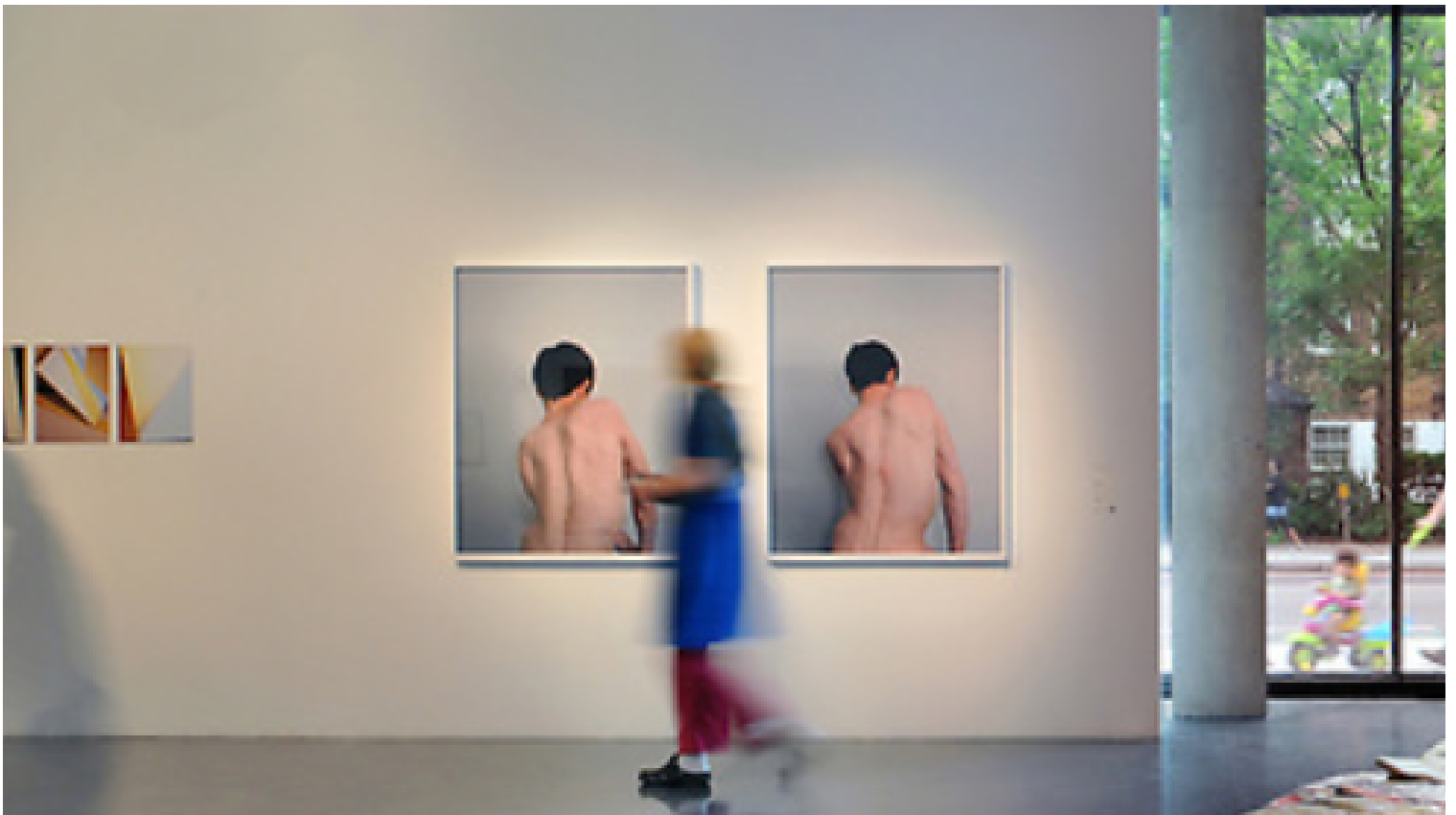
- An interest in contemporary art, design and culture
- Experience using social media management tools (such as e.g. Mailchimp, Sprout Social, Hootsuite, Buffer)
- Familiarity with the different parts of the Google Analytics interface, including reporting, data collection and interpretation
- Able to make edit and/or select images, video, and other forms of multimedia
- Experience working with paid advertising on social media and external advertising
- Support finance processes related to budgets and payments



Pay & Benefits

Additional Information:

- Full time salary: Grade 6 £38,738 - £43,571 per annum including London Allowance.
- 30 days annual leave plus extended breaks at Christmas and Easter, at the discretion of the College. Pro rata for part time employees,
- Interest-free season ticket loan are available alongside many other benefits
- Location: Based in Battersea. Hybrid working possible with a minimum of 3 days per week in the office - 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
- 1.0 FTE, permanent role
- Responsible to: Senior Executive Education Manager
- Working hours (35 hours per week) 9.30am to 5.30pm with an hour each day for lunch.



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

30 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





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

QS World University Rankings by Subject 2015–26

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