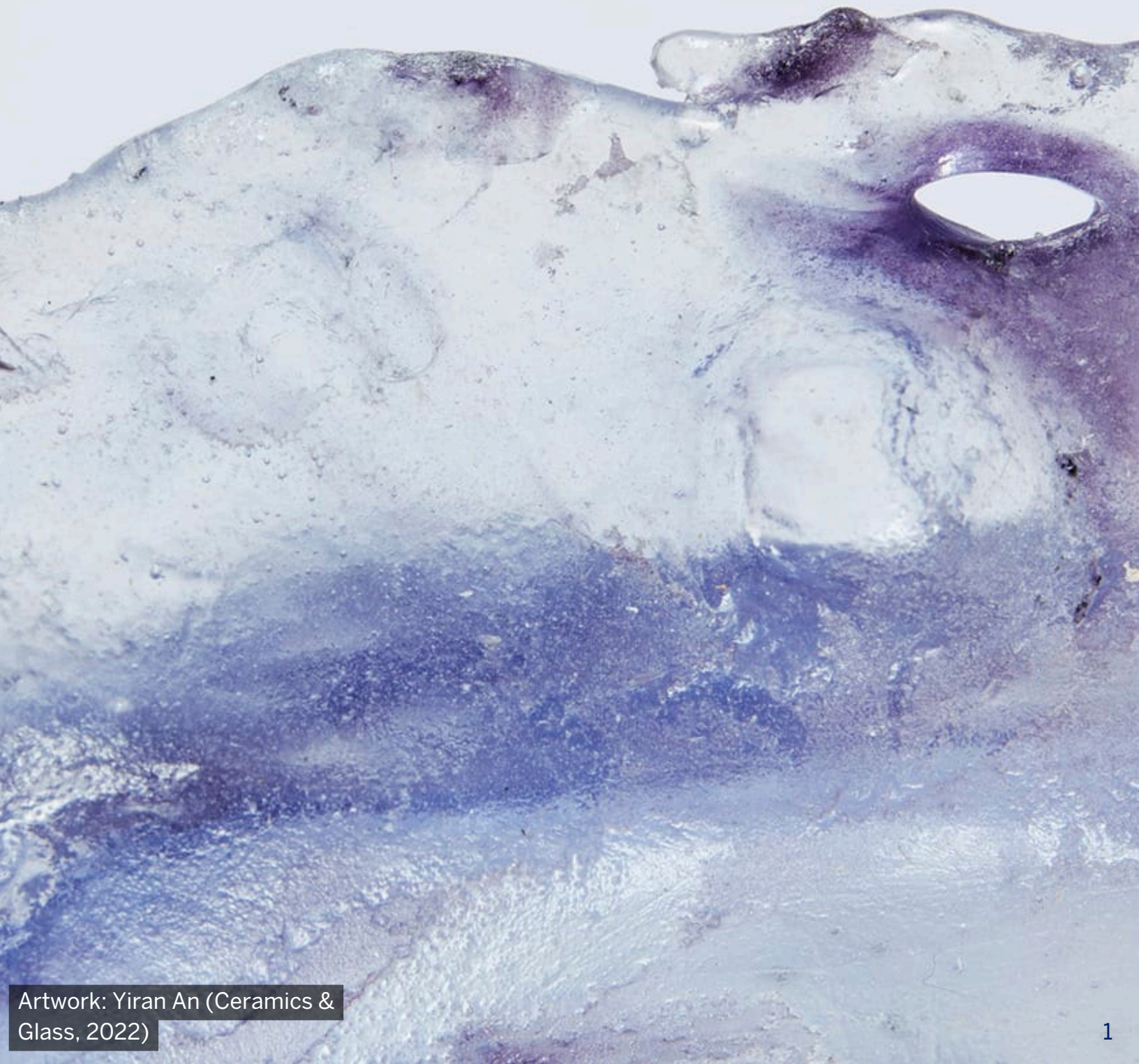


RCA

Partnerships Marketing Manager August 2026



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 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 & 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.

Engagement, Brand and Marketing



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.

Partnerships Marketing Manager



Purpose of the post:

The Partnerships Marketing Manager role is an important delivery focus role within the Engagement, Brand & Marketing function. The role requires somebody with a mix of organisational and creative skills, attention to detail, and excellent interpersonal and team working skills. It spans a wide range of elements of student recruitment including: supporting a small agent network, working with delivery partners to support joint projects, attending in person and online events and liaising with the College's international representatives. The role will also need to work with the wider Engagement, Brand & Marketing team to deliver the College's marketing strategy and ensure the University achieves its income and student recruitment targets. The 0.5 contract can be flexible in its delivery, but will also require some flexibility to attend partnership events if they fall outside of standard contract days.

Main Duties and Responsibilities

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Supporting the College agent network

- Work with Interim Senior Marketing Manager and other members of the team to support the College's small agent network, including:
 - Supporting with query management
 - Updating training materials
 - Providing regular information updates internally and to the agent network
 - Data reconciliation
 - Agent evaluation, quality assessment and complaint management

Supporting HEI partners

- Lead on work with partners delivering programmes with the RCA, or programmes with RCA progression routes to:
 - Agree and deliver joint marketing programmes
 - Ensure all shared information is consistent
 - Support with joint events
 - Brief third parties (eg. agents) to ensure accurate promotion of joint activities
 - Track and evaluate activities, and make recommendations for future improvement
 - Manage allocated budgets effectively
- Lead work with the wider Engagement, Brand and Marketing team to ensure that:
 - Partnership and agent work is accurately represented
 - Opportunities are highlighted and made the most of

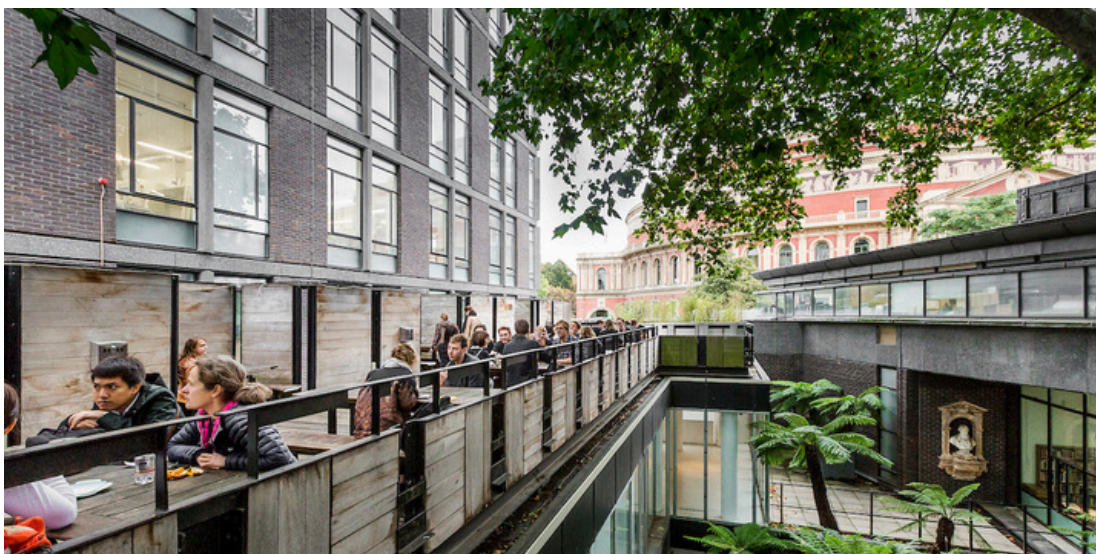


Essential characteristics of the postholder:

- Educated to degree level or equivalent.
- Demonstrable experience of building productive working partnerships
- Experience of working with student recruitment agents, or other similar sales/BDM/relationship management third parties
- Excellent communication skills with people at all levels.
- Ability to follow and understand brand guidelines.
- Familiarity with CMA and other relevant marketing and higher education regulations.
- Good data analysis skills
- Experience of different evaluation frameworks and making strategic recommendations for improvement.
- Experience working in higher education marketing
- Ability to manage and prioritise workload whilst retaining excellent customer service standards.
- Good level of digital literacy.
- Good understanding of standards around managing, protecting and re-using information, including information security best practice and data protection principles.

Desirable characteristics of the postholder:

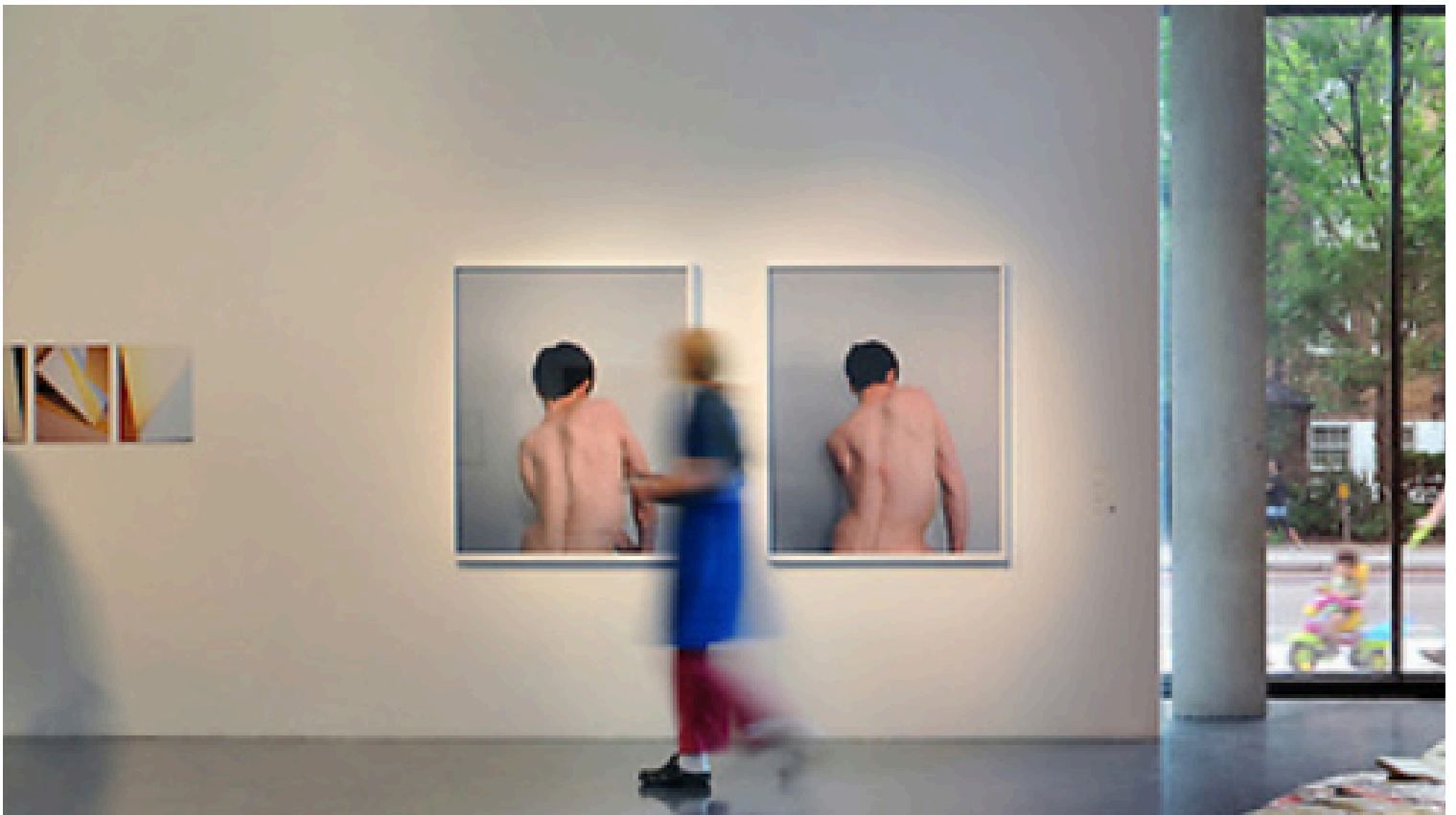
- An interest and enthusiasm for contemporary art, design and culture
- Budget management experience
- Event management experience



Pay & Benefits

Additional Information:

- Full time salary: Grade 7 £44,693 to £48,269 per annum including London Allowance, salary will be pro rata at 0.5FTE (17.5 hours per week).
- 30 days annual leave plus extended breaks at Christmas and Easter, at the discretion of the College. Pro rata for part time employees,
- Pension, cycle to work scheme, interest-free season ticket loan are available alongside many other benefits
- Location: Kensington/hybrid and offsite as required
- Department: Engagement, Brand and Marketing
- 0.5 FTE, fixed term until 31.8.27
- Responsible to: Head of Student Recruitment and Marketing
- Working hours between 9.30am to 5.30pm (hours to be agreed).



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