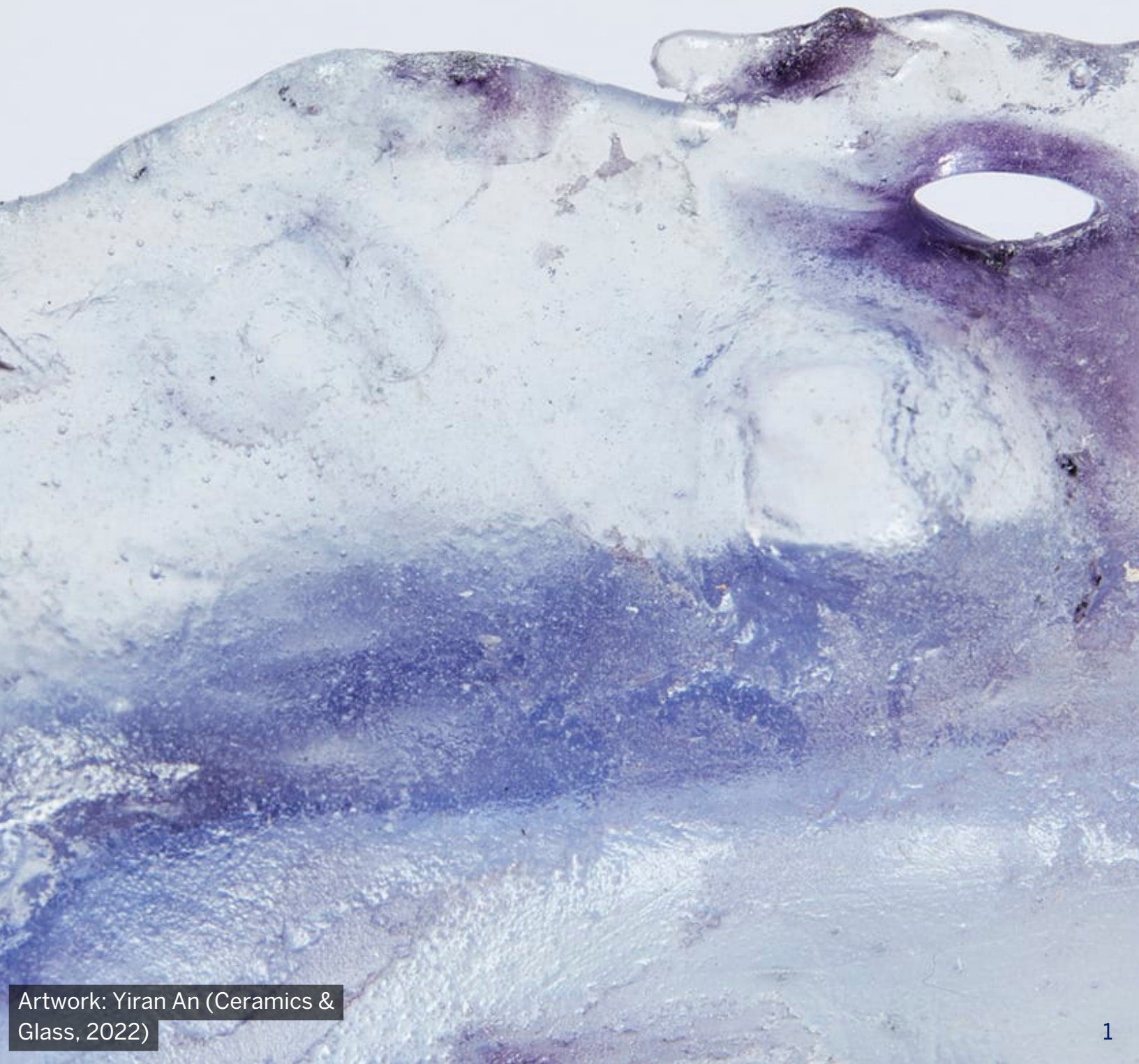


RCA

Head of Executive Education 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.



About RCA Executive Education and Short Courses

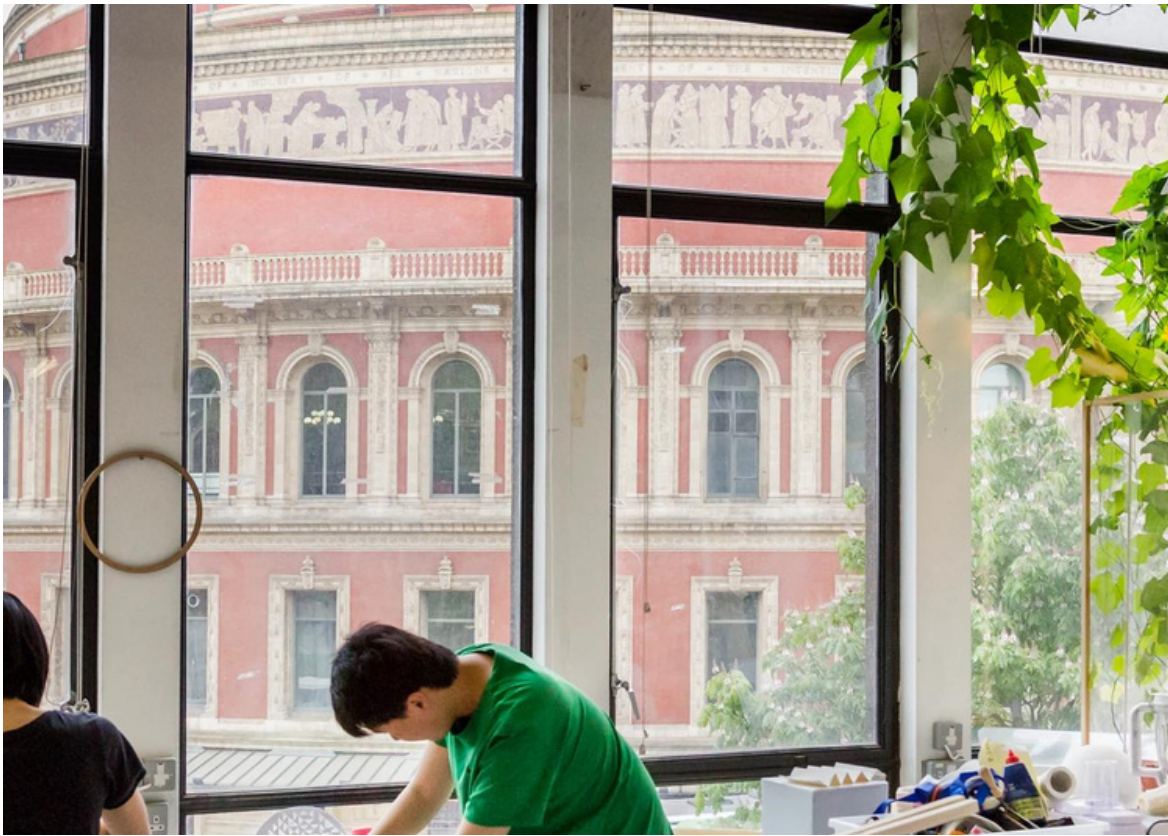
The post-holder will lead the business facing and commercially driven RCA Executive Education and Short Courses team at a national and international level. This will involve working with the Schools and the College's wider academic, research and technical services community to deliver a programme of online, in-person and hybrid executive programmes, short courses and events.

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 countries - ranging from a half-day workshop, to a 5-day course, to a 6-month modular programme.

- 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.
- 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 course areas of knowledge to build engagement with our audiences.

Head of Executive Education



Purpose of role

This is an exciting opportunity for an experienced professional to lead and build on our existing achievements. We are seeking to appoint a dynamic and strategic Head of Executive Education to lead the operational delivery of our Open and Custom Executive Education and Short Courses portfolio, supporting the RCA's ambitions for growth, innovation, and impact in lifelong learning.

Working closely with academic leads, commercial partners, and a range of other stakeholders, the post-holder will be responsible for overseeing end-to-end delivery, including liaison with clients, development of high-quality proposals, costing and pricing, contract negotiation, the deployment of resources and delivery of courses (in-person and online).

The main focus of this business-facing role will be to:

- Build on existing achievements to embed Executive Education within the College's portfolio of revenue-generating activities.
- Ensure all open and custom courses are appropriately costed to generate surplus, and draw on and enhance the College's reputation for creative innovation.
- Take responsibility for the recruitment, sales and strategic marketing of the open courses.
- Work with a wide range of organisations (based in the UK and overseas), to develop proposals that identify new market opportunities, and secure increased income from new businesses and existing clients.

Main Duties and Responsibilities

Key Responsibilities

Leadership

- Working with the Director of Consultancy & Commercial Services, PVC Research & Innovation, and in consultation with the wider College Leadership team, define and deliver the vision for executive education, drive portfolio innovation, and align new product offerings with market trends to generate growth, widen access and enhance the RCA's external profile.
- Develop a robust business plan for the expansion and continuous evolution of the RCA's Executive Education portfolio, in order to raise the profile and brand recognition of the RCA in the executive education market globally, and to increase the client base. This will include analysis of market opportunities and risks, deliverable objectives and milestones, income and operating margin targets, investment requirements and a marketing strategy.
- Undertake regular evaluation, including progress against agreed Key Performance Indicators (KPIs), and review the plan annually with the Director of Consultancy and Commercial Services.
- Identify opportunities to develop integrated commercial solutions - connecting Executive Education with consultancy, innovation services, contract research and wider RCA capabilities.



Main Duties and Responsibilities

Operational Delivery & Commercial Management

- Lead the operational delivery of all Open and Custom Executive Education programmes, overseeing end-to-end delivery, including liaison with clients, the co-design of new programmes, development of high-quality proposals, costing and pricing, contract negotiation, the deployment of resources and delivery of courses (in-person and online).
- Accountable for the financial performance of the Executive Education portfolio, including revenue generation, operating surplus, forecasting and achievement of agreed annual targets.
- Maintain oversight for recruitment, sales and strategic marketing of the open courses.
- Maintain oversight of programme delivery, ensuring excellence of experience, and consistency of process and standards.
- Develop data-driven performance reporting to monitor sales conversion, client acquisition, learner outcomes and portfolio performance. Monitor KPIs including client and participant satisfaction, product pipeline, and financial performance.



Main Duties and Responsibilities

Business Development & Marketing

- Collaborate with the PVCs, Deans of Schools, and the College's wider academic research and technical community to identify and progress new market opportunities and strategic partnerships - ensuring proactive pipeline management for the current and following academic years.
- Lead the development of complex, high-quality client proposals and bids, ensuring these are delivered in a timely manner to ensure maximum impact, whilst ensuring that appropriate due diligence has been completed at an individual and/or company level.
- Contribute to income growth targets through (new and existing) client engagement, the development of long-term strategic partnerships with senior leaders across multiple sectors, and key account management.
- Oversee costing, pricing and contract development - ensuring all programmes are costed and charged in line with the College's Costing & Pricing policy, in order to cover the full economic costs of delivery and to generate an operating margin for reinvestment.
- Maintain comprehensive intelligence on competitor activity, pricing models, market trends and customer demand, ensuring the RCA Executive Education portfolio remains internationally competitive.
- Develop and implement strategies to expand Executive Education into new international markets through strategic partnerships, institutional collaborations and utilising the RCA's new network of global hubs.
- Identify and cultivate opportunities to enhance programme visibility, financial sustainability and client value.
- Contribute expert insights and review content for the RCA website and marketing campaigns, events, and outreach to promote the Executive Education portfolio, including commissioning case studies and impact stories to share with potential customers and business partners.



Main Duties and Responsibilities

Stakeholder Engagement & Client Experience

- Act as the key liaison with Schools, internal academic, research and technical staff, and external partners.
- Collaborate with the PVCs, academic leads, external clients and professional service teams to ensure effective collaboration and seamless delivery - particularly Research & Knowledge Exchange and InnovationRCA, Engagement, Brand and Marketing, Advancement & Alumni, Estates, Technology, Finance, and People & Culture.
- Coordinate approaches to existing corporate partners and donors with the Advancement team, ensuring they are complementary and give excellent relationship management.
- Ensure that details and relationships with alumni, including those requesting, teaching and attending courses, are coordinated and communicated to the Alumni Engagement team.
- Represent the “voice of the customer” within the College, demonstrating commercial awareness to inform business decisions and ensure participant satisfaction.
- Ensure a client-facing and business partnering approach – following strategic account management principles that aim to build relationships and secure increased income from repeat business and existing clients.
- Represent the RCA at external networking events and conferences as required.



Main Duties and Responsibilities

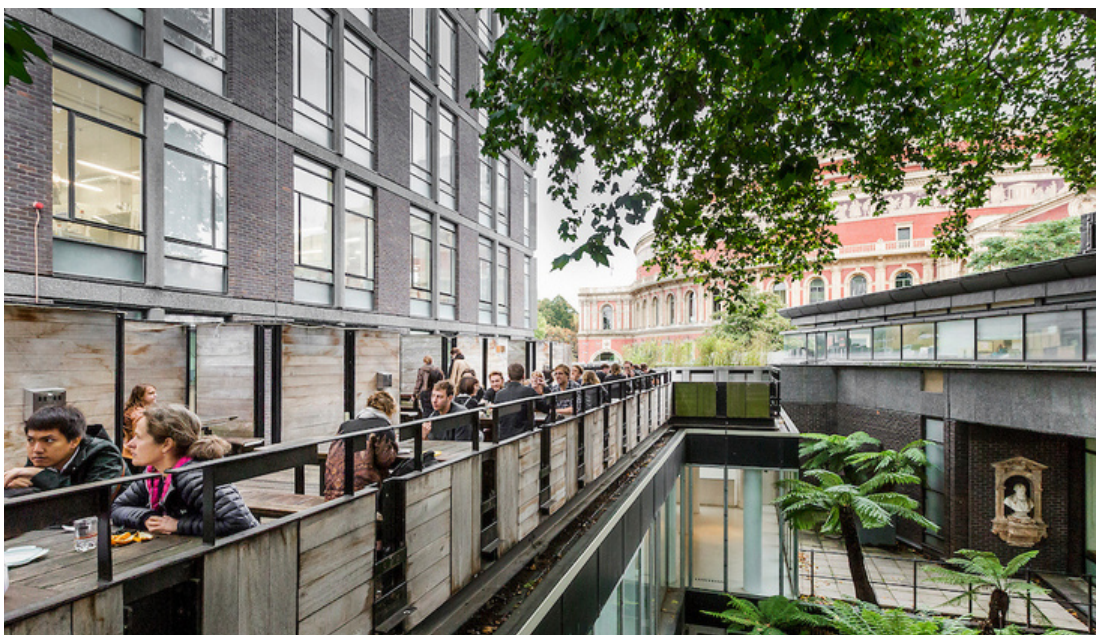


Line Management

- Line manage key members of the Executive Education team, ensuring continual development, coaching, and performance management of a multidisciplinary team.
- Foster a culture of inclusion, innovation, continuous improvement and service excellence.
- Resource planning for the Executive Education team, to effectively plan ahead and ensure continuity of resources to manage the delivery pipeline.
- Work closely with the Senior Executive Education Manager, offering guidance and support on the development and delivery of new proposals and programmes.

Essential

- Knowledge and understanding of the Executive Education marketplace, commercial learning models, marketing, and current trends.
- Extensive experience in a comparable Executive Education leadership role - either in the higher education sector or in another relevant sector, responsible for leading business engagement, programme development, and developing a strategy for growth, including internationally.
- Existing senior-level industry networks, and experience of working with global corporations.
- Strong interpersonal and communication skills, able to establish immediate credibility with senior stakeholders and customers within and outside of academia.
- Commercially astute with experience of managing the financial and legal aspects of the role, including the ability to draft high-quality business proposals and negotiate contracts, and the ability to undertake financial and budget planning and reporting with support from the finance team and other professional services.
- Ability to prioritise workload and to manage several competing complex projects simultaneously, navigating time pressures and conflicting deadlines while maintaining attention to detail and productive communication with colleagues and clients.
- Exceptional leadership, people, and change management skills, with a proven track record of leading high-performing teams.
- Commitment to the RCA's values of integrity, inclusion, collaboration and curiosity, and to the College's equity, inclusion and diversity principles.
- An undergraduate (essential) or postgraduate (desirable) degree





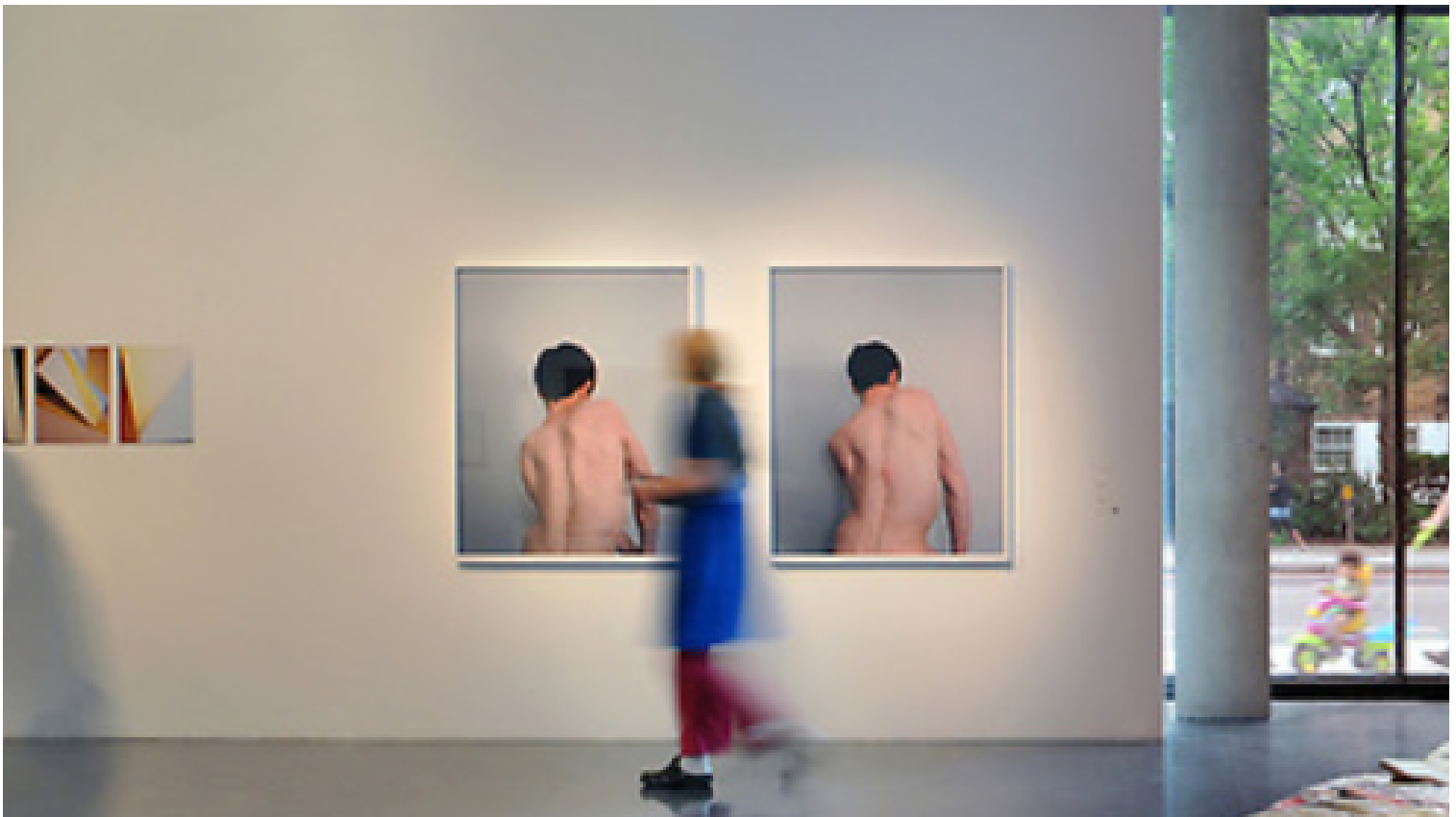
Desirable

- Wider policy awareness, abreast of the executive education offers of other HEIs, in the UK and internationally, to ensure the RCA's offer remains competitive and well regarded.
- Understanding the current challenges faced by HE institutions, particularly within short course and Executive Education markets.
- Subject knowledge of creative education and innovation and an interest and enthusiasm for contemporary art, design and culture
- Understanding of higher education funding and policy
- Experience of transnational education.
- Knowledge of AI and digital learning technologies, and CRM systems
- Public speaking and thought leadership

Pay & Benefits

Additional Information:

- Location: Hybrid: minimum 3 days onsite at Battersea plus a requirement to travel both nationally and internationally.
- Working hours (35 hours per week) 9.30am to 5.30pm with an hour each day for lunch.
- 30 days annual leave plus extended breaks at Christmas and Easter, at the discretion of the College.
- Cycle to work scheme, pension, Interest-free season ticket loans are available alongside many other benefits.
- Department: Consultancy and Commercial Services
- Tenure: 1.0 FTE, permanent role
- Responsible to: Director of Consultancy and Commercial Services
- Responsible for: Directly responsible for developing and leading a team of 4 (Senior Executive Education Manager, 2 Executive Education Co-ordinators and an Events & Communications Assistant)
- Full time salary: SM1 salary in the region of £85,000



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