

# RCA/180



**Royal College of Art**  
180 Years of Innovation, Art & Design

## **JOB DESCRIPTION**

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|------------------------|--|
| <b>Post:</b>           | <b>Head of Communications</b>          |
| <b>Department:</b>     | Communications & Marketing             |
| <b>Responsible to:</b> | Director of Communications & Marketing |

### **Background**

The Royal College of Art is the only entirely postgraduate institution that is devoted to the study of art, design, communication and humanities. The College has some 1,800 students following postgraduate courses and over 400 full- and part-time academic, technical and administrative staff. The College is the UK's leading art and design research institution and has an extensive programme of industry collaboration, knowledge exchange and executive education.

### **Summary**

The RCA's Communications and Marketing Department aim is to strengthen the RCA's position as the world's leading design and arts institute.

In this key role as Head of Communications, you will be responsible for supporting the development of our brand, reputation and reach and contribute to our bottom line. You will sell our story, wave our flag, make it clear who we are and what we do and what we offer to the world. You will create stories, key messages and plans that build awareness and understanding of RCA's role and value in the world and UK's cultural design and educational ecology. You will ensure that we communicate in a consistent, emotional, inspiring, responsive and effective way so that we exceed our recruitment targets and maintain our reputation.

### **Main purpose of the job**

To establish, lead, support and develop a communications team, for the four academic schools, research and innovation programmes. Assist with devising and delivering of an integrated Communications & Marketing Strategy that generates positive reputation and perception of the RCA brand among our different target groups, so that we are strategically set up to be able to achieve our strategy and revenue goals. Target groups including Alumni, potential students, current students, as well as key sector influencers, the media and policy makers.

Contribute to the successful delivery of an integrated Communications and Marketing Plan, ensuring that all elements of the plan, across all channels, are fully aligned to deliver our recruitment revenue targets. Ensure that all RCA initiatives will ultimately contribute to our institutional reputation and financial robustness.

Operational and strategic concern for:

- Corporate PR (information flow about the organisation and crisis management)
- Brand (who we are, what we stand for, how we talk about ourselves)
- Press Office (responding to external enquiries)
- Publicity (persuading the media to cover our stories)
- Advocacy (relationships with industry and government)
- Internal communications processes and programme of staff engagement (messaging for staff, and students)

## **Main Responsibilities**

### ***Delivery of Strategic Objectives***

- Contribute to and support the priorities and objectives of the Communications and Marketing Strategy including:
  - Student recruitment
  - Brand Organisational reputation
  - Advocacy for the RCA and the sector
  - Communications with staff and students
- Daily review public facing and internal communications and work collaboratively with colleagues to ensure that all designated projects and initiatives are positioned for success and responsive impact and feedback.
- Contribute to devising and delivering an integrated Communications and Marketing Strategy, working to strategic objectives.
- Devise and lead the implementation of the Communications plan working to the RCA annual cycle to plan resources and enable delivery to agreed objectives and targets.
- Maintain overview of current and new developments and trends in marketing and communications, drawing on information from analytics as well as best practice in digital communications and marketing techniques.

### ***Relationship Management***

- Develop strong working relationships with key internal clients and stakeholders; clients include the Rectorate, key contacts within Development, Schools and Programmes, and the Students Union.
- Assist with management of the relationship with agency communications, to ensure effective relationship management and budget management in line with objectives and revenue targets.
- Lead and shape the portfolio of relationships with the press contacts and advocacy partners, including industry and government, in line with objectives.

### ***Management of Services***

#### *Integrated Campaigns*

- Deliver an overarching communications and key messages plan and ensure all team members work from it.

- Support the Recruitment Marketing Manager to develop clear marketing communications briefs that have student insight at their heart, clear single-minded key messages, and clear behavioural objectives for each campaign.
- Inform and attract press contacts, including newer media contacts as well as the traditional RCA press, to review our work and activities, including press releases, PR events, hospitality and press tickets.
- Commission digital and printed materials (owned media) through the in-house Creative Studios, working to the marketing cycle for the artistic programme.
- Work closely with colleagues to plan and deliver communication plans to support recruitment targets.
- Support campaigns, news, and an interactive dialogue with our audiences, delivered in the optimum way on each different social channel.
- Commission and deliver social media campaigns to support our reputational position and recruitment targets.

### *Brand and Advocacy*

- Develop our story and key messages and ensure the whole organisation buys into them.
- Define and deliver a warmer, more inclusive brand tone of voice and develop ways to ensure this is delivered in all communications across the whole organisation, including departments outside the C&M department.
- Protect the brands of the Royal College of Art against inappropriate use.
- Build on the relationships established through the corporate communications work and working collaboratively with key internal stakeholders, target key relationships and create opportunities to communicate the key messages on a regular basis.
- Continually analyse and understand our stakeholder consumption in social channels, and work with colleagues team to develop a content marketing strategy that attracts the targeted audiences to our brand.
- Ensure our brand voice and reputation is managed in all key social channels, encouraging dialogue with our audiences, and responding to audience interactions.

### *Corporate Communications*

- Support the Director of Communications and Marketing to manage the public affairs for the College, servicing relationships with government bodies, major funders and other key stakeholders - includes DCMS, MPs, Mayor of London, BIS, DTES, Partner organisations and local community groups in Kensington, White City and Battersea.
- Contribute to the Annual Review, as a widely used and accessible tool to position the organisation, its achievements and key messages, year on year.
- Support the Director of Communications and Marketing and Director of Human Resources in reviewing our internal communications strategy and activities.
- Assist in providing a management advisory service to the Senior Management Team and the Council in order to build and manage the reputation of the organisation as a world class player and sector leader.
- Work to position the organisation and manage its reputation with regard to its place in society, on matters such as public funding, financial stability, access, Corporate Social Responsibility, community engagement and as an employer.

- Deliver a highly responsive service in matters of crisis management.
- Deliver a variety of PR services as required in support of strategic objectives.

#### *Communication services*

- Support the creative output of the Schools on all platforms.
- Ensure a high quality of servicing to key clients, particularly, the Rectorate, companies, staff and students, the Schools of Study.

#### **Team Leadership**

- Provide direction and leadership to the communications team on the communication strategy and allocate resources according to agreed priorities.
- Support the social media creators to develop and establish social media as an integrated part of the communications function.
- Ensure the communications team's skills are developed to fill any skills gaps, particularly in the fields of digital marketing and PR.
- Ensure the communications team's structure is fit for purpose as the media landscape continually evolves.
- Day to day management and development of the communications team.
- Develop successful working relationships with direct reports and encourage the development of their skills and talents in line with team objectives.
- Promote and foster a culture of high performance, learning and service excellence.
- Promote and foster a culture of information sharing, collaborative working and cross-team working.
- Contribute to a culture of continuous improvement across all designated team.

#### **Key Performance Indicators**

- Support the delivery of the Communications and Marketing strategy in line with objectives set.
- Successful relationship management with internal client groups and external partners, suppliers, stakeholders, press and advocacy contacts.
- Effective management and delivery of the range of services in the portfolio, with appropriate channeling and use of resources.
- Strong team leadership, development and retention of key staff.
- A culture of information sharing, collaborative team working and service excellence across all team members.

## **PERSON SPECIFICATION**

### **Essential Skills, Knowledge and Experience:**

#### *Marketing Communications Skills*

- Educated to degree level (or equivalent) or recognised marketing qualification.

#### *Project Management Skills*

- Experience of working successfully to strategic priorities and operational targets.
- Excellent planning and project management skills with ability to prioritise and meet demanding deadlines.
- Ability to work towards objectives set including budget and resource management and sales targets.
- Ability to set objectives and allocate workload and resources effectively for direct reports and their teams.
- Experience of working within suppliers, partners and service level agreements and maintaining a consistent high level of service.

#### *Relationship Management Skills*

- Credibility and influence as an ambassador for the Royal College of Art internally and externally, able to operate effectively at all levels.

#### *Team Leadership*

- A track record of effective management and development of highly skilled and talented teams.

### **Desirable Skills, Knowledge and Experience:**

#### *Marketing Communications Skills*

- A proven track record of working at a senior level in Press and/or Communications, preferably in the culture of higher education sector.
- A good understanding and experience of integrated media and communications, particularly including digital channels and techniques.
- A proven track record in brand management and reputation management, in order to sustain the reputation of the Royal College of Art at the forefront of the sector.

#### *Relationship Management Skills*

- Ability to build and develop a portfolio of external contacts and advocates according to given priorities.
- Ability to work collaboratively and encourage a collaborative working style across multi-disciplinary teams.

### *Team Leadership*

- Experience of and aptitude for bringing together previously disparate teams into a cohesive and effective unit.
- Ability to lead and inspire high performing teams to deliver outstanding work.

### **Additional Information:**

- The College will offer a competitive salary of £60,000 per annum, commensurate with the skills and seniority of the individual appointed
- Normal hours will total 35 hours per week, Monday to Friday, 9.30am and 5.30pm with an hour each day for lunch.
- 30 days annual leave plus extended breaks at Christmas and Easter.
- Contributory defined benefit pension scheme and season ticket loan.
- The College has a policy which prohibits smoking in all areas of the College

**August 2017**

## **PAY & BENEFITS**

### **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**

6 weeks' (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 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 two weeks' paternity leave entitlement at full pay. This compares to the statutory provision of two weeks' pay at the statutory rate.

### **Enhanced sick pay**

Occupational sick pay after six 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.

### **Cycle to Work Scheme**

The Royal College of Art has signed up to the Cycle to Work Scheme – part of the government's Green Transport Initiative – which allows employees to make significant savings on purchasing new bikes and safety equipment.

### **Childcare Vouchers**

The Royal College of Art enables staff to purchase childcare vouchers, through its partner Edenred, as a salary sacrifice scheme.

**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.

**Professorships and readerships**

The College awards professorships or readership to academic staff based on published criteria through an annual application process. Any award is subject to successful completion of probationary period, which is normally one year from first appointment.

**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.