

RCA/180



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

JOB DESCRIPTION

Post:	Communications Officer
Department:	Communications & Marketing
Responsible to:	Head of Communications
Grade:	6

Background:

The Royal College of Art is the only wholly postgraduate institution of university status devoted to the study of art, design, humanities and communication. It has some 1780 students and full and part time staff totals over 400 and operates on three high profile sites in Kensington, Battersea and White City.

Purpose of the post:

To generate national and international media coverage of the College, using traditional and social media, to encourage large numbers of high calibre applications, to support development, research and knowledge exchange activities, and to develop a wide body of supporters and advocates for the College.

Main duties and responsibilities:

Media Relations and Campaigns

- Proactively promote strategic staff, research activities, subject areas and programmes.
- Build effective internal relationships with staff and students in order to be able to identify strong media stories.
- Work closely with the Head of Communications and Recruitment Marketing Manager to ensure that department activities are in keeping with the broader communications objectives of the College.
- Write intelligent copy, in a variety of different styles in order to interest different audiences in the work of the College.
- Draw on existing media contacts – critics, correspondents and commentators.
- Execute social media campaigns driven by news, in liaison with the Digital Content Producer.
- Develop and sustain new relationships with appropriate media (from the specialist art, design and education press to the nationals, consumer and trade magazines, broadcast outlets, online media and social media).
- Manage major PR campaigns (e.g. The Show and RCA Secret) along with PR campaigns for allocated College projects and activities.
- Organise a wide variety of events, from media launches, briefings and breakfasts to photo calls, press views, live-streamed events for press and evening functions.
- Assist with planning and delivery of Open Days, exhibitions and events in support of recruitment marketing and communications initiatives.
- Manage media requests including interviews with staff and students and arranging the provision for filming in the College.

- Contribute to broader C&M work, such as liaising with advertisers, arranging media promotions and sponsorship.
- Liaise effectively with the College's Content team on promotion of news stories via the RCA website.
- Work effectively with the College's Development team and academic programmes on promotion of agreed projects. Working closely with sponsor's PR staff on agreed objectives.

Service Provision

In consultation with the Head of Communications:

- Commission photography according to the needs of a project, issue photography and filming contracts and process invoices.
- Coordinate on-site filming and photo shoots, including liaison between technical departments and other key support staff as well as with external parties.
- Manage digital imagery and broadcast material for productions in conjunction with Head of Communications and other departments as required and for archive, including liaising with co-producers regarding use of imagery.
- Ensure all photographs are correctly labelled, credited and stored appropriately.
- Brief other Departments within the College regarding photographic contracts to ensure that their photographic requirements fall within the current contractual agreements.
- Handle digital image enquiries for day-to-day requests regarding current productions and artists of and associated with the College (to include scanning, printing and re-sizing images as requested in order to send images by email).
- Undertake regular archiving and ensure all records are correctly labelled and filed in accordance with the RCA Records Management policy.
- Contribute to effective team working with all colleagues to ensure that the C&M Office is a creative, efficient and pro-active work area.
- Work with colleagues to manage press contacts databases and cuttings agencies.
- Monitor daily press coverage provided by media monitoring service and forward coverage to relevant staff/programmes.
- Attend early morning and evening functions and to work outside normal office hours as reasonably required.
- Supervise C&M interns as required.
- Carry out any other tasks as reasonably required by the Head of Communications.

Person Specification

Essential characteristics of the postholder:

- Educated to degree level or equivalent.
- Strong media relations skills, with a network of contacts across all media.
- Substantial experience of working in a busy Press Office in a high profile design, technology or arts institution and ability to grow a pool of contacts.
- A creative approach to generating stories and coverage, and a methodical and tenacious approach to media placement.
- Ability to write good, intelligent copy aimed at a wide variety of audiences for multiple platforms, with accurate proofreading.

- Ability to use initiative, multi-task and work as part of a team.
- An enthusiastic and flexible approach to work, ability to outside normal office hours on occasions.
- Proficient in the use of productivity suites (email, calendar documents, spreadsheets, databases) such as Microsoft Office or Google for work and Adobe Photoshop.
- A good working knowledge of the media, including a grasp of news and crisis management.
- Excellent social media skills, with demonstrable experience of using social media (including but not limited to Twitter, Snapchat, Pinterest, Facebook, LinkedIn and Instagram) as part of campaigns.
- Visually literate, able to make appropriate judgements on visual material to support communication activities.
- Strong organisational and time management skills with the ability to prioritise and meet deadlines.
- Ability to work accurately under pressure.
- Understanding and experience of the requirements and working methods of the media in UK and overseas.
- Proven ability to develop a campaign strategy.
- Ability to think outside of the box and explore new opportunities for press and media coverage.
- Ability to maintain a range of working relationships effectively.
- Excellent interpersonal skills, with a professional and confident manner and the ability to communicate effectively, both verbally and in writing, internally and externally with a wide variety of people.

Desirable characteristics of the postholder:

- Experience of working in an arts environment
- An interest and enthusiasm for contemporary art, design and culture.
- Understanding of working in a medium sized, complex organisation
- Experience in organising events
- Experience of working with Apple Mac computers
- Proficient user of digital imaging processes and good aptitude for learning new applications.
- Audio visual filming and editing skills with knowledge of Final Cut Pro/Final Cut X
- Understanding of collective agreements regarding filming and broadcast issues

Additional Information

- Salary scale: £36,102 - £39,197 per annum including London allowance.
- Normal hours will total 35 hours per week, Monday to Friday, 9.30am and 5.30pm with an hour each day for lunch. On occasions it may be necessary to work outside these hours. Time Off In Lieu (TOIL) will be authorised by the line manager.
- 25 days annual leave plus extended breaks at Christmas and Easter.
- Contributory pension scheme and interest free season ticket loan
- The College has a policy which prohibits smoking in all buildings & vehicles

OCTOBER 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

5 weeks' (25 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.