

# RCA/180



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

## **JOB DESCRIPTION**

**Post:** Recruitment Marketing Manager

**Department:** Communications & Marketing

**Grade:** 8

**Responsible to:** Head of Recruitment Marketing/Director of Communications & Marketing

**Responsible for:** Marketing Assistant

### **Background:**

The Royal College of Art is the only entirely postgraduate university devoted to the study of art, design, communication and humanities. 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.

The College currently has some 2,100 students from 67 countries following postgraduate courses. The contracted staff, encompassing full- and part-time, total over 400, supported by more than 500 visiting lecturers. At present the College offers 26 distinct programmes or pathways of study. By 2021, this will grow to 34, with student numbers increasing to 3,000. s

The Directorate currently comprises a Director, Head of Communications, Head of Content Strategy, two Content Producers, and a Publishing Manager, two Communication officers and a Marketing Assistant, Administrative Support as well as four part-time web editors.

### **Purpose of the post:**

To take operational responsibility and provide significant strategic input into the delivery of key elements of the College's recruitment strategy; to ensure the College meets its targets for high-calibre student applications in an increasingly competitive global market; to help develop and progress a consistent College-wide approach to Recruitment Marketing in order to achieve the greatest impact.

### **Main duties and responsibilities:**

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

- Contribute to and support the priorities and objectives of the C&M strategy, including:
  - Student recruitment to existing and new programmes
  - Brand identity and recognition
  - Organisational reputation

## **Planning and Research**

- Commission, manage, interpret and communicate market research as required, in collaboration with the Director of Communications & Marketing, the Pro-Vice Chancellor, Deans and Director of Academic Development, to support the planning process and inform strategic direction.
- Ensure that research supporting the recruitment strategy is robust, efficiently presented and enables the College to make informed judgements on individual business cases for new academic developments.
- Develop the College's recruitment marketing strategy by identifying communication needs based on relevant research of postgraduate recruitment platforms. Research, monitor and engage with student web forums, respond to trends and findings, and provide feedback to Deans as appropriate.
- Conduct regular surveys of current students and potential applicants as well as graduates to inform marketing strategy.
- With colleagues, investigate and introduce effective data capture, and investigate patterns and trends that influence and inform future market strategies.
- Keep abreast of competitor activity and pro-actively suggest new ideas to trial and test to attract the best students.

## **Campaign Management**

- Work with Deans and senior academic staff to develop, deliver and evaluate marketing plans for student recruitment across all Schools.
- Take a digital-first approach.
- Use campaign evaluations to input into recruitment-facing content strategy for the College website.
- With C&M colleagues, manage the College corporate profile and listings on third-party recruitment websites. Coordinate the programme listings in conjunction with Schools administrative staff.
- Devise and manage a media/digital advertising plan, ensuring budget is used most effectively, monitor and review advertising spend against objectives and KPIs.
- Assume budget responsibility for recruiting marketing including planning expenditure and monthly reconciliation.
- Work with the Content team to produce marketing and/or promotional communications that may include print, digital, new/emerging media that is in accordance with the College's recruitment plan and objectives. Work with the Director of Communications & Marketing/Head of Content Strategy to develop and manage content and key messaging for corporate marketing publications such as prospectus, exhibition material, central guides, open day programmes, publicity, presentations/speeches, display advertising, posters and flyers.
- Plan and schedule the dissemination of print and electronic communications and placement of advertising.
- Work with the Head of Content Strategy to commission, and project manage production of short-form film content in support of marketing collateral.
- Develop, organise and manage College open days to ensure that they are supporting recruitment activity to the fullest degree.
- Investigate, identify and develop College-wide events that can support the recruitment strategy.

## **Relationship Management**

- Build effective internal relationships with Pro-Vice Chancellor, Director of Academic Development and Deans, Heads of Programmes, staff and students and the Alumni &

Supporter Engagement Office in order to be able to fully promote programmes of study to potential applicants in accordance with the College's recruitment strategy.

- Organise and attend marketing and recruitment College-wide meetings or project groups as required.
- Work with and manage the relationships with external student recruitment agencies and overseas agents, ensuring they have the most up-to-date, and on-brand messaging to operate effectively on behalf of the College.
- Work closely with the College's Content and Communications staff to suggest appropriate stories that showcase activities and successes to generate applicant interest.
- Work closely with the Director of Communications & Marketing to ensure that marketing activities are in keeping with the broader communications objectives of the College.
- Work effectively with the College's Development team and academic programmes on promotion of agreed sponsored student competitions and initiatives.
- Work closely with sponsor's PR staff on agreed objectives. Attend open days and other recruitment events and functions and work outside normal office hours as reasonably required. Support and assist at open days, representing the College and providing face-to-face information and advice to prospective students.
- Represent the College, where appropriate, with external bodies including recruitment partners.
- Support the C&M team by supporting and participating at corporate events as required.
- Carry out any other tasks as reasonably required by the Director of Communications & Marketing.

### **Staff Management**

- Manage, motivate and develop relevant staff to ensure objectives and service standards are met.
- Ensure that appraisals, setting of objectives and staff development plans are carried out in alignment with College priorities, and in a timely fashion.

### **Person Specification:**

#### **Essential experience and skills:**

- Educated to degree level or recognised marketing qualification.
- Strong Marketing and Communication skills.
- Substantial experience of postgraduate student recruitment marketing in a higher education setting
- Significant experience of working in the marketing office of a higher education institution, delivering marketing plans and multi-channelled campaigns.
- Detailed understanding of student recruitment processes and cycles.
- Effective analytical skills with ability to monitor and evaluate complex information and apply findings where necessary.
- Significant experience of digital marketing and integration within marketing campaigns.
- Experience of using social media for promotional purposes.
- Substantial experience of working with external agencies.
- Ability to plan budgets, phase campaigns and control expenditure.
- Ability to write good, intelligent copy aimed at a wide variety of audiences, on a range of platforms.
- Event management including planning and delivery.
- Ability to communicate effectively with a wide variety of people.
- Highly organised, self motivated and can work well under pressure.
- Ability to work effectively as part of a team.
- Ability to work flexibly, working outside of normal office hours on occasions.
- Good working knowledge of Microsoft Office programmes, including Word, Excel, Power Point, media databases and content management systems.

- Visually literate, able to make appropriate judgements on visual material to support media relations activities.
- Excellent proofreading skills and attention to detail.
- Excellent presentation skills.
- Experience of effective staff management including performance and appraisal management

**Desirable experience and skills:**

- Experience of working in a postgraduate education environment.
- Interest and enthusiasm for contemporary art, design and culture.
- Understanding of working in a medium-sized, complex organisation.
- Experience of working with Apple Macintosh computers.

**Additional Information:**

- Salary: £40,290 – £43,796 per annum inclusive of 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.
- 25 days annual leave plus extended breaks at Christmas and Easter.
- Contributory defined benefit pension scheme and season ticket loan.
- Your principal place of work is initially the Kensington campus. However, the College may reasonably require you to work at the campus at Battersea, White City or any other location, either on a temporary or permanent basis.

**DECEMBER 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.

**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.